



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

SEPT-OCT, 1969

reative Partner



A Creative Partnership

The Faygo Beverage Company, an AFD member, recently honored its ad agency, the W. B. Doner Company, for a partnership which lasted over 30 years. Attending the ceremonies, held at the Detroit Press Club, were, left to right: Phil and Mort Feigensohn of Faygo; W. B. "Brod" Doner, Mike Giancotti, chairman of the AFD; and Harold Peary, "The Great Gildersleeve."

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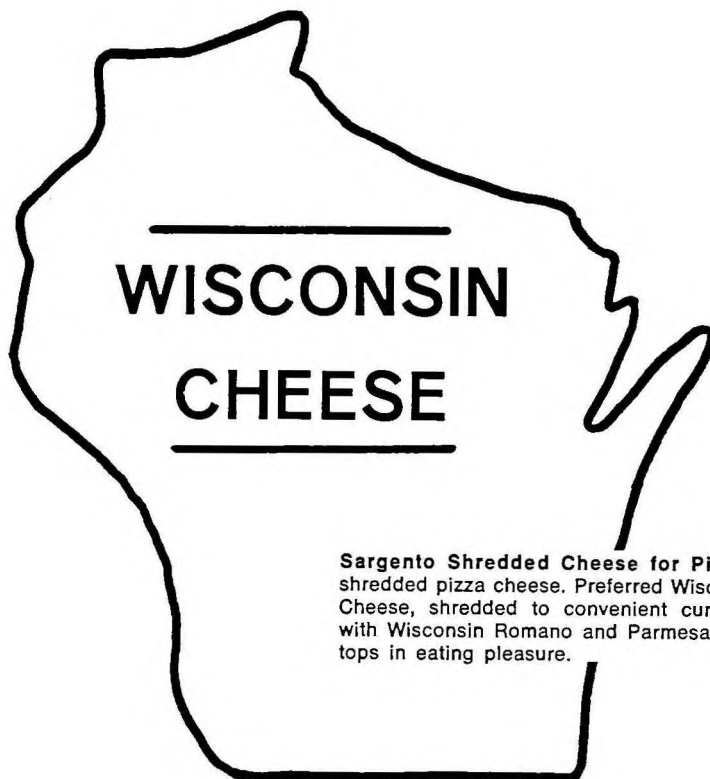
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THE FOOD DEALER

SEPT-OCT, 1969



PATRICK FOX
Manufacturer
Stroh Brewery Co.



MITCH WARMINSKI
Broker
Continental Food Bkge.



ROBERT ZAKOOR
Broker
Mort Weisman Assoc.



MICHAEL GEORGE
Wholesaler
Melody Dairy Co.



WILLIAM RITTER
Driver - Salesman
Frito-Lay, Inc.

Six Receive AFD Distinguished Service Awards

Six food firm representatives have been cited by the Associated Food Dealers (AFD) for "distinguished and extraordinary service" to the food industry.

In conjunction with its fifth Annual Awards Banquet held at the Warren Chateau Hall in Warren, the state's largest food distribution association, with over 1,900 members, presented the six individuals with citations for outstanding service.

Recipients of the "Salesmen of the Year" honors were Patrick J. Fox, merchandising manager for Stroh Brewery Company; Mitchell J. Warminski, sales coordinator for Continental Food Brokerage Company; Robert Zakoor, sales representative, Mort Weisman Associates, food brokerage; Michael George, sales manager for Melody Dairy Company; and William Ritter, route salesman for Frito-Lay, Inc.

It was the first time two awards were given in the food broker category, resulting from a tie of the awards committee.

Moe R. Miller, an attorney who heads his own accounting and law firm located in Oak Park, was the recipient of the AFD's distinguished service citation for serving as consultant to the association and food industry companies for many years.

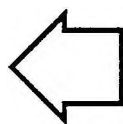
Presenting the 1969 awards in behalf of the association were Harvey L. Weisberg, president, and Edward Deeb, executive director. Over 600 persons attended the annual event.

Wayne County Probate Judge George N. Bashara Jr., recently appointed to the position by Gov. Milliken, was the guest speaker at the association's awards ceremonies. His talk centered around community commitment and involvement at all levels, including politics, urging businessmen to speak out on the issues.

"There are too many individuals and organizations belittling the efforts of the business community," Bashara told the food distributors. "In the process, it is the honest, decent and conscientious businessman who suffers most by these accusations.

He closed by saying the Associated Food Dealers' annual awards presentations was a fitting tribute to those food distributors who have excelled in their fields.

Purpose of the AFD awards is to give due recognition to those individuals who have performed extraordinary service to their employers, food retailers and the total food industry, and in the name of inter-food industry cooperation.



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JOAN SENA, *Insurance Secretary*

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BEN RUBENS—King Cole Super Markets Detroit

PHIL SAVERINO—Phil's Quality Market Detroit

JOHN SFIRE—Sfire's Epicure Market Southfield

THOMAS VIOLANIE—Holiday Super Market Royal Oak

Store Operations, Meats Subjects of NAIFR Panels During Annual Convention

Store operations and various facets of meat merchandising were the main themes of two interesting panel discussions held in conjunction with the 84th annual convention of the National Association of Independent Food Retailers (NAIFR), held recently in Nassau, the Bahamas.

Over 500 delegates representing local and state food trade organizations affiliated with the national association, including over 40 from Michigan, were on hand.

Panelists on the discussion concerning store operation problems, included Leroy Osage of Roy's Parkview Market, Cincinnati; Paul Rusinko, of Paul's Food Store, Cleveland; Lafayette Allen Sr., of Allen's Super Markets, Inkster, Mich.; and Sabah Najor of Lucky Strike Super Market, Detroit.

The areas touched upon included inflation, government inspectors, chain store competition, financing, community involvement, deteriorating communities, the court system, pressure groups and pressure tactics, need for security guards, labor shortages, the need for more service, inadequate police protection in many communities, and fraudulent bait-and-switch tactics.

Participants on the panel discussed sausage making, competitive advantages or disadvantages of the meat department, newer meat specialties as prepared meat loaves, party catering, co-operative advertising, and the need for more qualified meat personnel.

Panelists were Ernest Bohringer of Bohringer's Market, Middle Village, New York; Tony Rocco, Tony's Meat Market, Philadelphia; Fred Wassler, Wassler's Meats, Cincinnati; and Phil Saverino, Phil's Quality Market, Detroit.

It was pointed out in an interesting question-and-answer period following the panel discussion that there

(Continued on Page 20)

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ED DEEB

OFF THE DEEB END

Shades of Gray

Since the food industry is the nation's (and Michigan's) most competitive and lowest profit industry than any other, food merchants are constantly on the look out for ways to cut expenses while maintaining needed services.

While most other industries enjoy an average net profit of seven percent, the retailer nets only an average of one percent, ranging from one-half of one percent to 1½ %.

One of the areas in which losses can be most noticeable for the merchants, especially the smaller independent retailer, is check-cashing, usually performed by the merchant as a service, although it is questionable how long it will be provided free of charge.

There is one segment of check-cashing losses which is particularly aggravating to merchants, and that concerns State ADC and welfare checks. There is good reason for the aggravation too!

As it stands now, all a recipient need do is say he or she lost his check, and the State issues a second check without requiring any time lapse or inquiry. Consequently, many of the recipients cash them themselves or give their checks to someone to cash for them, get their money, and then tell the State they never received their checks. The State then complies with issuing a second check.

Now if the first check is cashed by a merchant, and he has verified the identification of the user, when the first check clears, the merchant gets stuck with the loss — not the recipient who unfairly or fraudulently cashed the first check, nor the State of Michigan.

The time has come for more stringent rules and regulations governing the issuance of ADC or welfare checks. The State should inaugurate an identification card with photo to assure those who cash the checks that the right person is cashing it. Also, the state should wait at least a couple of months before issuing a second check for the one which was lost. At least the check will have had time to clear the bank.

The state or the recipient should be held responsible for loss of the first check, not the merchant who was merely cashing the check as a service to his customers, and who for the most part, has properly investigated whatever identification he could see. By holding the individual responsible, he or she will be more careful about their checks in the future. (Keep in mind, I'm not talking about a legitimate loss of a check, but the fraudulent kind.)

In conclusion, let me say the food industry, led by the Associated Food Dealers is prepared to sit down with State and welfare officials to discuss ways in which this problem can be solved.

We feel the sooner the better, since time lost means dollars lost!



The Sounding Board

To the AFD:

Now that my feet are back on the ground, I would like to take this opportunity to thank the officers and members of the Associated Food Dealers for selecting me as the Driver-Salesman of the Year, and for making the evening of Sept. 16, 1969 one that I will never ever forget.

William Ritter
Frito-Lay, Inc.

Please convey my grateful appreciation to the directors and members of the Associated Food Dealers for the wonderful honor conveyed to me at your Annual Awards Banquet.

Believe me, I was pleasantly surprised, and it was the first time that I was at loss for words. The food business is a great and proud industry, and in the Detroit area is becoming even greater, because of the tireless efforts put forth by Ed Deeb and the directors and members of your fine association.

It is a distinct honor to feel that I am a part of such a wonderful group of people.

Moe R. Miller
Moe R. Miller Associates
Oak Park

I read and thoroughly enjoyed Ed Deeb's column, titled: "The Bad Guys?" in the August issue of *The Food Dealer*. I think it should be sent to all government people in Lansing and Washington. I have been saying what he said for years, but have never done anything about it. Keep up the good work.

Joseph H. Agemy
Agemy & Sons Super Market
Allen Park

United Dairies

Quality, taste!



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MAGAZINE
AS ADVERTISED
THEREIN

Four New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food distribution association, wishes to welcome aboard four new supplier or allied members to the association. Their names, addresses and phone numbers are as follows:

MARIO FOOD PRODUCTS, distributors of various olives, oils and condiments, 6500 E. Warren Ave., Detroit, Mich. 48207; phone 923-3606.

DETROIT FREE PRESS, publisher of one of Detroit's two daily newspapers, 321 W. Lafayette Ave., Detroit, Mich. 48226; phone 222-6400.

STORE EQUIPMENT SALES, INC., distributor of variety of retail store equipment, including shelving and cabinets, 2911 W. McNichols, Detroit, Mich. 48221; phone 861-1270.

CHRISTENSEN SALES AGENCY, manufacturer's representative, 19300 James Couzens Hwy., Detroit, Mich. 48235; phone 838-4474.

These new members and all AFD suppliers and service members deserve your support and patronage. Refer to the Supplier's Directory on Page 24 often. In fact, clip it out of *The Food Dealer* magazine and post near your phone.



TACO SHELLS

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AFD EDITORIAL

Crime Will No Longer Pay in Pontiac

Not many people in Michigan are aware of it, but a fascinating citizens awareness and involvement project is underway in Pontiac which we of the Associated Food Dealers feel is a definite step in the right direction.

The City of Pontiac will pay up to \$1,000 for information leading to the arrest of persons responsible for any crimes involving arson (including all acts of fire-bombing), interference or attack on firemen or their equipment, serious misuse of firearms (including sniping) serious assault or attack on any policeman or any person for that matter, major theft, major burglary, murder, or plotting or conspiring to commit the above named crimes.

The system began last January and lasts through December of this year. The Pontiac City Commission began this reward system in an effort to further combat the increasing serious threat of crime to Pontiac citizens.

How does a person report a crime? The following

instructions are encouraged to report the crime and collect the cash reward:

1—Type or print the information about a crime on a blank sheet of paper.

2—Do not sign your name, but sign with any number of six figures or more.

3—Tear off and keep a corner of the sheet of paper containing the information on which is copied the same number.

4—Mail the sheet of information to a given address.

5—If the information leads to an arrest, the person will receive his reward and his or her identity is kept confidential.

The procedure is very much like the system inaugurated and used by *The Detroit News* in cooperation with the Detroit Police Department.

AFD director Omer Gagne, head of People's Super Markets in Pontiac, says that in checking with the Pontiac police, response has been good and "the system should pay off." He says every business establishment in town has the cards posted.

Pontiac officials cooperating with all citizens, especially the business community, are to be commended for fostering a regularly adopted program for community involvement. The AFD feels in the long run, the system will help reduce crimes in the same manner that a person is rewarded for his labors.

Perhaps it is time for all major communities throughout Michigan to give programs to stop crime a second look.



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Owner's Name _____

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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

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- Full color ads in **McCalls—Better Homes and Gardens—Life** magazine.
- Full color ads in Sunday supplements.

- Special display ads in daily and weekly newspapers.
- Ear-catching commercials on Michigan's leading radio stations.
- Highway billboards.

An all-encompassing promotion program designed to build bigger and better Michigan-Made Sugar sales for you!

Keep your eye on PIONEER and BIG CHIEF— they move out fast.

THE PRESIDENT'S CORNER

Congratulations to the AFD Award Winners

By HARVEY L. WEISBERG

We of the Associated Food Dealers believe fully in the adage that "the highest award for a man's toil is not what he gets for it, but what he becomes by it."

Our Annual Awards Banquet is the industry's way of acknowledging the distinguished and extraordinary work of individuals so we can all be inspired to do a better job. At this time, we wish to congratulate those who received citations for distinguished service to their industry during our banquet held Sept. 16 at the Warren Chateau. They are:

Patrick Fox, of Stroh Brewery Company; Mitchell Warminski of Continental Food Brokerage Co.; Robert Zakoor of Mort Weisman Associates; Michael George of Melo-



WEISBERG

dy Dairy Company; William Ritter of Frito-Lay, Inc.; and the AFD's tax advisor, Moe R. Miller.

We thank these individuals and ALL salesmen and companies serving retailers during the year. Although only a few individuals are annually cited, it is the dedication of all of us together which makes our industry operate so smoothly. Many nominations were submitted by our members, and this made the final selections even more difficult.

The Associated Food Dealers has been paving the way for sometime now for bringing unity to our industry. We have been trying to perform meaningful services for the total industry, and not just for retailers.

By genuinely concerning ourselves with legitimate problems in our industry and in our community, our goal is in keeping with the suggestion of Judge George Bashara Jr. at the Banquet who urged businessmen to become more involved in and committed to assisting our

Apple Beer



That's right, kids and adults too, love Fairmont's new original Apple Beer. It's the new non-alcoholic, carbonated beverage drink which has taken the state by storm. Apple Beer comes in 12-ounce cans, and can be sold in six-packs or by the case. Your customers will love it, and you will love the new sales Fairmont's Apple Beer generates. Call and place your order today.

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officials in their efforts to improve the society in which we live and work.

The banquet also afforded me an opportunity to review some of the objectives the AFD set for itself at the beginning of the year, and our progress on some of these. Some examples are the following:

1—Develop programs to bring all segments of the food industry together. Earlier this year we introduced a program to provide employment opportunities for residents in the inner-city and a program to provide reliable information to consumers on any issues involving our industry.

2—Recruit and publicize the need for more and better qualified people in the food industry, while trying to improve working conditions to help attract them.

We have been urging our members and other associations in our industry to call attention to high school students of the excellent food distribution courses which are offered at Michigan State University and Western Michigan University. We have also been recommending additional fringe benefits and a shorter work week by closing on Mondays or reducing store hours so we can compete with other industries for young people choosing careers.

3—Improve the educational background of people in

our industry to supplement on-the-job experience and help us keep pace with the many changes in our day.

We have just created a badly needed basic food distribution course in cooperation with Wayne State University for food merchants, their employees, and for representatives of various food manufacturing companies who would like to have more background on the industry they serve. This should get underway on Wednesday, Nov. 5 (be sure to register, if you haven't already).

4—Work with the Detroit Police Department and other associations to help prevent and reduce crimes in our communities which affect our supplier and retailer members as well as consumers. We helped create DPD's Vanguard Patrol and many of us are involved in the Round Robin check alert and holdup alert.

Unity within our industry will not take place accidentally. This will only result from the combined effort and commitment of all segments and all companies. This will require action as well as improved dialogue.

In conclusion, at the banquet I said the spirit of our annual award presentations is intended to inspire everyone in our industry to do a better than average job. We are grateful to the over 600 people who attended this year's awards presentation, and we hope they were motivated to join us in our campaign to achieve the objectives we set for ourselves and the industry this year.



Yes, Fairmont's new line of ready-to-eat meat snacks are now available in Michigan. Smart retailers who haven't already, will profit by stocking the new line of Beef Jerky, Beef N' Cheese, Polish Sausage, Smoked Beef Sausage and others. Handy snack stand will add sales and profit to your operation. Call and let us show you what we mean.

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Memo from Faygo

by
MORTON FEIGENSON
President



Volumes-plus-margins equal profits.

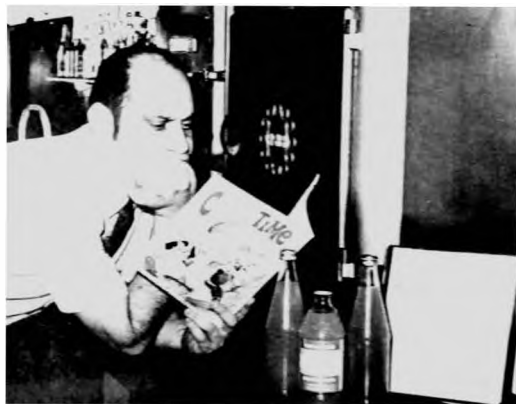
That equation now nails down the most persuasive plank in Faygo's SYNERGISTIC SELLING PROPOSITION, born three years ago out of in-store-developed proof that displaying Faygo and private label soft drink flavors together puts them to work, AS A GROUP OF MUSCLES, accelerating faster shelf turnover for both. Otherwise, Faygo's marketing growth would be at a snail's pace.

When entering new markets, we often meet buyers who don't get excited about soft drink profit margins. These attitudes reflect a tendency to judge the margins mainly in terms of cents-per-unit (which, of course, boils down to pennies), and awareness of the costs of handling deposit-return bottles.

Accordingly, our selling story emphasizes Faygo's total commitment to one-way packaging and that Faygo's margins, averaging more than 25 per cent, are larger than those of the national brand colas and most private labels.

And, the final clincher, we have learned, is to relate Faygo's high margins to another indisputable fact: Soft drinks today are, perhaps, the fastest moving food products off supermarket shelves.

* * * * *



Faygo is not without sad memories. Especially, when we recall new products, apparently ready for marketing but which, at the last moment, got delayed by seemingly odd reasons. We're going through another of those gestation situations now that has Harvey S. Lipsky (above), vice president of product development, pondering.

As of this writing, all appeared set—labels, graphics and an approved formulation—for debuting a new Faygo product, "Pink Grapefruit." But at post-time, Mr. Lipsky advised our sales people he was still researching the right answer to this question: "How pink should Faygo's pink grapefruit be?"

The sales people, as always, are impatient. However, Mr. Lipsky's thinking is marketing-oriented and his record for coming up with solid answers to product appearance problems is enviable. Faygo Pink Grapefruit won't get to market until he eventually decides, "How pink?"

* * * * *

The Food Dealer • September - October, 1969

Resolutions Passed During Annual NAIFR Convention

The following are the resolutions passed by the National Association of Independent Food Retailers (NAIFR) during its 84th annual convention held in The Bahamas:

1—Crimes and the Court System—Whereas crime generally has been increasing, including robbery, theft, burglary, and those especially affecting food merchants; and Whereas various pressure groups have been exerting unfair coercion on merchants, particularly those in center-city areas; and Whereas various judges in the court system have been giving more lenient sentences, not matching the gravity of the crime committee or the law, and in some cases preventing the Police from doing its job; Therefore be it resolved that the National Association of Independent Food Retailers (NAIFR), meeting at its 84th annual convention urge the Supreme Court, the Attorney General and the Federal Bureau of Investigation to investigate the matter in an effort to help restore confidence in Americans while reducing criminal and/or subversive activity.

2—Shopping Cart Losses and the Laws—Whereas the number of shopping cart losses from theft has been increasing over the last few years in supermarkets and food stores; and Whereas various communities around the nation have inaugurated shopping cart laws penalizing merchants for strayed carts, instead of inconsiderate shoppers who take them from a store's parking lot area; Therefore be it resolved that NAIFR urge city and state officials throughout the U.S. to pass or revise laws to make it a misdemeanor for those inconsiderate persons who take carts from a store's area, and impose fines for the same.

3—Consumer Programs and Dialogue—Whereas during the present inflationary period businessmen are being openly criticized for high food costs during this period; and Whereas consumerism and consumer groups are becoming more active; and Whereas the vast majority of food merchants are legitimate operators who offer consumers, their customers, the best possible products, services and value at reasonable cost; now Therefore be it resolved that official contact be established with the President's Consumer Affairs Advisor, Mrs. Virginia Knauer, by NAIFR to begin programs to keep both consumers and merchants informed, and to generate meaningful dialogue on various consumer issues regarding the food industry at-large.

4—Use of Social Security as ID Cards—Whereas there has been a considerable amount of "bad check" losses involving merchants and bankers, amounting to millions of dollars annually; and Whereas U. S. servicemen are now being issued Identification (ID) numbers

(Continued on Page 18)

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**Display These Picnic Items
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Giancotti Succeeds LaRose As President of National Association

Michael Giancotti, co-owner of Auburn Orchard Super Markets, a three-store independent food chain with headquarters in Utica, Michigan, has been elected president of the National Association of Independent Food Retailers (NAIFR) for the 1969-70 year.

Giancotti, who also serves as chairman of the Associated Food Dealers, the grocers association of Michigan,

succeeds Donald LaRose of Food Giant Super Markets, Detroit, who has just ended a two-year term as NAIFR president. It is the first time in the 84-year history of the national association that back-to-back presidents have come from the same state.

NAIFR represents over 18,000 food dealers and local and state food trade associations in 37 states.

Also newly elected to the organization's board of directors were Lester Howe, of Lester's Food Market, Philadelphia; and Allen Verbrugge, of Verbrugge's Food Market, Grosse Pointe. Howe is a director of the Philadelphia Meat and Food Retailers Assn., while Verbrugge is vice-president of the Associated Food Dealers of Greater Detroit.

Louis Gallowitz, of Cleveland, was elected first vice-president of NAIFR; Julius Palan, New York City, second vice-president; William Brackmann, Brooklyn, N. Y., treasurer; and Edward Deeb, of Detroit, executive secretary. (Deeb also serves as executive director of the Associated Food Dealers.)

David Deerson, of New York, was re-elected Eastern Region secretary for NAIFR. He is chairman of the New York-Bronx Meat and Food Dealers Association. Harold Carlson was re-elected Western region secretary. He is also secretary of the Oregon Retail Grocers Association.

Fred Unger, operator of Unger's Super Markets, of 1938 Colonial Dr., Cincinnati, was elected chairman of the board.

Other directors include: Alex Bell, owner of Village Food Market, Grosse Pointe, Mich.; Leo Green, operator of Greenfield Super Market, Yonkers, N. Y.; Pat Kenny, Sr., Kenny's Food Store, St. Louis, Mo.; George Goodpaster, of Cincinnati, Ohio, who was also elected president of NAIFR's T-Bone Club; William Kunz, Bill's Food Store, Glendale, N. Y.

In addition, Arthur Miller of Ridge-wood, N. Y. (he's also secretary of the Eastern New York Food Dealers Assn.); Edward Shorf, Acme Quality Meats, Cleveland; William H. Sherry, Jr., (he's secretary of the Philadelphia Meat and Food Dealers Assn.); John Welch, operator of Hollywood Super Markets, Royal Oak, Michigan; Glen Price, owner of Price's IGA Food-liner, Milton-Freewater, Oregon; and outgoing president, LaRose.

NAIFR this year is celebrating its 84th anniversary.



QUALITY!




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

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• KRAFT PRODUCTS	• FRESH LOCAL PORK
• CHEESE SPECIALTIES	• DUTCH BRAND LUNCHEAT
• PILLSBURY BISCUITS	• SMOKED HAM and BACON

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(In the Eastern Market)

Around the Town

AFD director **Ray Martyniak**, operator of **Ray's Prime Meats** in Trenton, and who is still hobbling along on crutches following a leg injury, is going to open a second store. His newest unit, which will be ready in late Summer of next year, will be located in J. L. Hudson's Southland Mall.

Welcome home to **Dan Garber** of **Abner A. Wolf Co.**, an AFD member, following a military tour of duty in Vietnam. Garber is a supervisor in the non-foods rack-jobbing program for Wolf.

The AFD's and the food industry's good friend, **Betty Gravin**, has been named head of the safety section for **Great Scott Super Markets**, a newly created position. Congratulations, Betty!

Gar McDade, a 32-year **A & P Food Stores** veteran, was named general manager and vice-president of the big chain, succeeding **Robert Longacre**, who was elevated to president of the firm's western division. **John McDonald** succeeds McDade as assistant general superintendent of the division. **James Madden** is the new sales manager.

During the recent "Buck Up Your Police" campaign, the AFD raised and turned over to Commissioner **Johannes F. Spreen**, more than \$200. We thank all of those who contributed directly to the AFD office. Many other contributions were sent directly to the DPD.

Congratulations to **Rev. Ray Shoulders**, a good friend of the food industry and grocers and beverage store operators. The reason: Ray has opened up his own grocery store, called **Ray Shoulders Market** on Fenkell in Detroit.

Lawrence Herman, formerly with **Hygrade's**, has joined **Glendale Foods, Inc.** as vice-president of marketing and sales, it was announced by **M. L. Rosenthal**, Glendale chairman.

Congratulations to **Lafayette Allen Sr.** of **Allen's Super Markets**, **Al Wyffels** of **Albert's Fine Foods**, and **Phil Saverino** of **Phil's Quality Market**, for having been selected the newest members of the distinguished **T-Bone Club** of the National Association of Independent Food Retailers.

Bud Stedman, manager of the **Food Council** of the Detroit Chamber of Commerce, is recuperating in **Jennings Hospital**, following surgery for cataracts, it was announced by FIC president **Gene Peterson**.

Irving Kander, former manager of **Independent Biscuit Company's** Toledo branch, an AFD member, was appointed sales manager for the Detroit office, it was announced by **Donald Dorst**, general manager. Also **Ronald Milks** was promoted to account executive at the firm.

The Associated Food Dealers wish to thank the following companies for helping contribute to the success of our recent 5th Annual Awards Banquet: **Detroit News**, **American Chicle Company**, **Stroh Brewery Company**, **Associated Brewing Company**, **National Brewing Company**, **Hiram Walker staffers**, and **Superior Potato Chip Company**.



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AFD Member

NATIONAL RESOLUTIONS

(Continued from Page 14)

which match their Social Security Card numbers; Therefore be it resolved that NAIFR urge the U. S. Senate Finance and Banking Committee to consider using the Social Security number as the number of an individual's checking account; and Further be it resolved, that this number be used on all Government checks issued in addition to an ID card with the same number.

5—Support of F.T.C. Rulings on Mergers—Whereas during the past few years, many national food companies engaged in the processing, canning, manufacturing and distribution of food commodities have become involved in mergers with other large national corporations; and Whereas this threat of mergers of smaller local food processing and manufacturing plants with national companies is resulting in a trend toward monopoly in food manufacturing, processing and distributing in the retail food and grocery industry; Therefore be it resolved that NAIFR and Congress support and endorse the views of the Federal Trade Commission to establish enforcement procedures to prevent the mergers of food companies with other large national firms if total assets of these companies

exceed \$50 million. Be it further resolved that NAIFR urge Congress and the FTC to continue scrutinizing the mergers of corporations engaged in the food processing and distribution business who are within the limit of assets described above.

6—Meat Retailers and USDA Wholesome Meat Act—Whereas the U.S. Department of Agriculture has recently enacted rules and regulations known as the "Federal Wholesome Meat Act;" and Whereas according to these regulations a number of state agencies are planning to establish meat inspection rules regulating retail meat dealers and meat processors in conformity with the Federal Wholesome Meat Act; and Whereas more than 50,000 independent retail meat dealers, processors, and other small business establishments will be seriously affected by these stringent federal regulations making it necessary for these retailers to expend large sums of money to remodel their plants in order to comply with the new Federal Meat Regulations; Therefore be it resolved that NAIFR urge and recommend that the USDA should exempt all retail establishments from the Federal Meat inspection regulations who are bonafide meat retailers and whose sales total less than \$1 million dollars per year; and Further be it resolved that USDA extend every cooperation to the state agencies to establish fair and equitable meat inspection regulations, and that NAIFR officers will urge local and state-affiliated associations to deal direct with their local State Department of Agriculture to promote cooperation in the establishment of these meat inspection regulations on a fair and equitable basis.

7—The California Grape Boycott Position—Whereas the boycott of California table grapes affecting food retailers is in its second year; and Whereas the retailer is an innocent by-stander in the issue and does not wish to stand judgment as to whether or not the grape growers or pickers are right or wrong; and Whereas food merchants do not wish to be coerced to pull grapes from their produce departments, and deprive consumers the freedom of choice to decide for herself whether she desires to buy or not to buy grapes; and Whereas in some cases, merchants have been unduly subjected to direct and indirect pressures from various citizens, labor and religious groups to withdraw grapes; and Whereas the U.S. government has not indicated its position on the subject, nor what it proposes to do to end the grape boycott, which we feel is illegal under the provisions of the Taft-Hartly Act, among others; Therefore be it resolved that the NAIFR urge the various branches of the U. S. government take steps which will end the boycott, fairly for both sides concerned, as soon as possible.

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THE BELL RINGER

How Do You Wash Your Hands With Handcuffs?

By ALEX BELL

Ho hum, another labor day. So why not labor? We note that Farmer Jerk was the only rebel among the chains who opened on labor day. I wonder if they are hungry or just suffering from lack of volume?

* * *

It is said: "Blessed are they who run around in circles for they shall be called wheels."

* * *

Now is as good a time as any to talk about chickens.

It is well known that 80 percent of the chickens purchased from reputable poultry houses are short weight. This is not the fault of the wholesaler, but goes back to the packer or shipper who packs a net weight and marks their boxes at that weight.

We have been checking weights lately and find that anywhere from one to three pounds short is the norm. We also checked with some wholesalers and learned that statistics provided by large buyers show an average over a period of time of one pound per box short weight. So let's do a little figuring. Suppose you use five boxes of chickens per week. That is five pounds you pay for; at 35¢ this is only \$1.75, but for 52 weeks, hey dad, that is \$91. So, fellows, what are we going to do about it?



Mr. Bell

* * *

L.B.J.—Oh, that's Long Bin Jail, where the eight Green Berets were held in Vietnam.

* * *

Maybe we should get Nader's Raiders on to the chicken packers, huh?

* * *

Note to Deeb: It is a sure sign that your son George is growing up, when you only hit him in self defense.

* * *

We recently returned from the NAIFR convention in Nassau. It was another good one put on by our old friend Dave Deerson. So what can you write about a convention? The weather was wonderful, the food was

terrific and the rooms were par excellent. Hey, Daisey May, how was it?

Oops, a couple of items, we forgot to mention. Sabah Najor did make the plane this time and received a well deserved round of applause as he walked down the aisle. Also, congratulations to our Mike Giancotti who was elected the new NAIFR prez.

* * *

Heard about the police officer who was preparing to fingerprint a prisoner? The conversation went thusly: Officer: "Wash your hands." Prisoner: "Both of them?" Officer: "No, just one of them. I'd like to see how you do it."

* * *

We have been accused of being full of "usufruct" when we write this column. Tain't so. (Edeebnote: Look that up in your Funk & Wagnalls, dear readers.)

* * *

OK Deeb, quit animadverting on your buddy. We just threw these words in to show Eddie Acho what an education can do for him, and the head of the Main Street Mafia, T.V

"By order of the Michigan Liquor Control Commission, effective Sept. 8, 1969, the following minimum price schedules for wines of 16 percent alcohol by volume or less, produced in the United States for the indicated licensee shall be in effect:"

Well, everyone in the beer and wine business read this one. Now, we wonder why Don Taylor and the MFDA doesn't call this one "infamous?" Why doesn't

* * *

the "Commission" send out a directive on a minimum price on beer and maybe the aforesaid Mr. Taylor wouldn't call it "infamous" anymore.

* * *

Passing thoughts on the Awards Banquet: Note to our friend, Lafayette Allen Sr.: Milk does not come out of a bottle marked Cutty Sark!

* * *

Al Weiss, of United Dairies tells us that he is getting his route built up so that he can hire a kid to help him. (An inside joke.) Give 'em hell, Al.

(Continued on Page 20)

NAIFR Panels

(Continued from Page 6)

is a noticeable trend for retailers in stocking and selling vacuum-packed boneless meat cuts shipped directly to the retailer frozen and pre-cut. This tends to eliminate labor costs, while lengthening the life of products, according to NAIFR director Leo Green of Yonkers, N.Y. Among the firms engaged in this type of operation are Montfort Packing Company of Colorado, Iowa Beef Company and the Missouri Beef Company.

The NAIFR board also approved the report to finalize a project in cooperation with the National Alliance of Businessmen to create a National Food Council, following earlier recommendations made by the association's president, Donald LaRose, to NAB chairman Donald Kendall, chairman of Pepsico, Inc.

Those attending from Michigan included: Mr. and Mrs. Phil Saverino, Mr. and Mrs. Al Wyffels, Mr. and Mrs. Al Verbrugge and daughter, Mr. and Mrs. William Welch and children, Mr. and Mrs. George Byrd, Mr. and Mrs. Lafayette Allen Sr., Mr. and Mrs. John Rumskas, Mr. and Mrs. Louis George, Mr. and Mrs. George Jabala and children, Mr. and Mrs. Sabri Hesano, Mr. and Mrs. Sabah Najor and son, Mrs. Kathryn Messner, and Messrs. Ray Hunter, Joseph Wojciechowski, Alex Bell and Ed Deeb.

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AFD MEMBER

ALEX BELL

(Continued from Page 19)

We noticed that Goody Godman of Toledo Scale Company has now got a little bit of gray in his "rug." He really goes for that status symbol.

* * *

We spoke to the smiling Buddha, Tom LaRose, who quit the meat business and is now selling stocks and all that jazz. Tom is with Bache & Company. So if you want a good stock broker, call him because he was a helluva meat man. (Tom, there will be no charge for this plug.) *(Deebnotes. What is this Al, payola or something?)*

* * *

We noticed Bernie Weisberg of Chatham now sporting an adornment on his upper lip. (No, Eddie, it is a moustache.) We know how it is, Bernie, if you can't grow it on top, you go for broke. Meanwhile, I am personally trying the long sideburn bit.

* * *

Jenny Pini, wife of our old friend, Gene Pini, asked us if we thought whisky would ever take the place of sex. Well, to tell the truth, Jenny, we like beer.

* * *

We just found out that money is getting so tight it is becoming almost as hard to get into debt as it used to be to get out of it.

* * *

Note to Tom LaRose: Stock market reactions fall into three categories: healthy, unhealthy and fatal.

* * *

Now whereinell is Ho-Ho-Kus?

* * *

What is a narcoleptic? Come on Main St. Mafia; come up with an answer to that!

* * *

We have been also accused of putting a lot of inside jokes in this column. This may be true, but when we pick on anyone, we only pick on our friends, because we know they are big enough to take it. Or we will put it this way: we only pick on the big boys; little boys can't take it.

* * *

Motto to follow well: Never believe what you hear or see, for the former is gossip, perhaps, and the latter may have extenuating circumstances which you do not know.

* * *

Looks like Nixon is trying to get us out of Vietnam. He did a helluva job so far. At least he kept us out of Belfast.

* * *

Dear John, that's all she wrote. — Acey B.

Feature For Feature

YOUR ASSOCIATION'S DISABILITY INCOME PROTECTION PLAN Can't Be Beat!

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TAX TOPICS

'Tax Shelter' Program Helps You Save Money

By MOE R. MILLER
Accountant and Tax Attorney

Basically, a deferred Pension or Profit Sharing Plan allows you to invest a certain amount of income before payment of corporate and personal taxes and accumulate these funds tax-free over a number of years. The employee would then have the choice of taking the accumulation in a single sum subject to taxation as a long term capital gain, or spreading payments of the accumulation over a number of years.

In the latter instance, although the payments would be subject to tax at ordinary rates, the payee might net a higher amount since the earnings on the unpaid principal will continue to accumulate free from tax and he will most likely be in a substantially lower tax bracket.

In 1941, the Internal Revenue Service made available to the businessmen that are incorporated (with the exception of the New Keough Bill or self employed plan that limits the amount of your plan to ten percent of earnings or \$2,500 even if not incorporated), a tax bill whereby he can avoid to a large extent the impact of both corporate and personal tax on his accumulation of earnings.

For example, on an annual earnings of \$38,000 a year, if you pay taxes (under a joint return) on the top \$6,000 of your taxable earnings you are in a 45% percent tax bracket. In other words you will be sending Uncle Sam \$2,700 in income tax from the top \$6,000 dollars leaving you with \$3,270. If the \$3,270 is invested in the bank at a 5% interest rate, you will be paying taxes on the earned interest, and the maximum you could accumulate would be approximately \$60,000.

If on the other hand you were able to avoid the taxes as permitted by the Internal Revenue Code section 401, on the \$6,000, you will have in excess of \$135,000.

You don't have to pay Federal Income Tax for the current fiscal year on any portion of your gross income which you can shelter — and if you are interested, the Internal Revenue Service will permit a full year's deduction if you take the required action any time before the end of your current taxable year.

Surprisingly, perhaps, a remarkable degree of flexibility is available in the design of such a plan. For example, a plan may be designed to apply only to those employees

who are earning over \$550 per month, and who have been with the corporation a minimum of five years.

The vesting period for such an employee is important. For example, an employee depending on your plan must be with the company five years before he qualifies for the program. Then, after the five year period, only ten percent of the amount set aside for the employee will be his. In other words, said employee must be in your employ for fifteen years before a full 100% of the amount accumulated for said employee vests.

While the preceding examples illustrate the dramatic affect a tax-shelter can have for certain individual employees, the fact remains that before the tax shelter becomes available, the Deferred Compensation Plan must qualify under section 401 of the Internal Revenue Code.

There are many fringe benefits available to the employee of a corporation paid for with before-tax dollars, but please bear in mind that every corporation's needs are peculiar to its own circumstances.



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NOTE: The Food Course will be held Wednesday evenings at 7 - 10 p.m., beginning Nov. 5, in WSU's McGregor Memorial Center on the campus, with a 15-minute break at the middle of each class. The first session will be an introduction, and the final session will be a review of the course with brief formal ceremonies. In sponsoring the course, in cooperation with Wayne State, the AFD and the university will jointly present Certificates of Achievements upon satisfactory completion of the course. For additional information, phone Ed Deeb at (313) 542-9550. Everyone invited.

DEADLINE: OCTOBER 15th!

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Brink, Earl A. (Insurance)	962-7150
Gohs, Inventory Service	VE 8-4767
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Retail Grocery Inventory Service	399-0450

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Archway Cookies	532-2427
Awrey Bakeries	TY 6-5700
Bonnie Bakers	893-3260
Farm Crest Bakeries	TR 5-6145
Grannen Cook Book Cakes	TA 5-1900
Hekman Supreme Bakers	KE 5-4660
Independent Biscuit Co.	584-1110
Koepfingler's Bakery, Inc.	JO 4-5737
Lebanon Baking Co.	825-9702
Johnny Mac's Cookie Co.	885-6200
Magnuson Foods (Bays Muffins)	FA 1-0100
Oven King Cookies	PR 5-4225
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Silvercup Bakery	LO 7-1000
Taystee Bread	TY 6-3400
Tip Top Bread	TA 5-6470
Warrendale Baking Co.	271-0330
Wonder Bread	WO 3-2330

BEVERAGES

Associated Breweries	925-0300
Canada Dry Corp.	868-5007
Cask Wines	849-0220
Coca-Cola Bottling Co.	898-1900
J. Lewis Cooper Co.	823-3900
Faygo Beverages	WA 5-1600
Home Juice Company	925-9070
Leone & Son	925-0500
Mavis Beverages	DI 1-6500
National Brewing Co. (Altes)	921-0440
Pepsi-Cola Bottling Co.	366-5040
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
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DeCrick & Maurer	822-5385
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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.	863-0202
United Brokerage	BR 2-5401

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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 6-5720
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.)	893-5549

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Napoleon Eggs	TW 2-5718
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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

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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 Food	357-7330
Boyle Midway Company	543-3404
Diamond Crystal Salt Company	872-3317
Kraft Foods	TA 5-0955
Mario's Food Products	923-3606
Morton Salt Company	VI 3-6173
C. F. Mueller Company	543-8853
Prince-Vivison Macaroni Co.	775-0900
Roman Cleanser Company	TW 1-0700
Schmidt Noodle Company	921-2053
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
Feldman Brothers	WO 3-2291
Gordon Sausage Co.	826-6145
Great Markwestern Packing	321-1288
Guzzardo Wholesale Meats, Inc.	FA 1-1703
Hernud & Company	962-0439
Johann Packing Co.	TW 1-9011
Kent Packing Company	843-4900
Kirby Packing Company	831-1350
Kowalski Sausage Co., Inc.	TR 3-8200
L. K. L. Packing Co., Inc.	TE 3-1590
Mickelberry's Food Products	894-6600
Oak Packing Company	961-2160
Pest Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Co.	TR 5-6710
Peter Eckrich & Sons, Inc.	KE 1-4466
Peters Sausage Co.	TA 6-5030

Pitts Packing Co.	WA 3-7355
Sam & Walter Provision Co.	TW 1-1200
Spencer, Inc.	931-6060
Ruoff Eugene Co.	WO 3-2430
Van Dyke Steak Company	875-0766
Wayne Packing Co.	WO 1-5060
Weeks & Sons (Richmond)	RA 7-2525
Winter Sausage Manufacturers	PR 7-9080
Wolverine Packing Co.	WO 5-0153

MEDIA

Detroit Free Press	222-6400
The Detroit News	222-2000

NON-FOOD DISTRIBUTORS

Arkin Distributing Co.	WE 1-0700
Hartz Mountain Pet Pds.	894-6300 or 923-4550
Super Toy, Inc.	923-4550
Perfect Plus Inc.	961-6381
Toys Unlimited	852-3798
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
Krum-Chee Potato Chips	DI 1-1010
Superior Potato Chips	834-0800
Vita-Boy Potato Chips	TY 7-5550

PROMOTION

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Associated Distributing Co.	626-4842
Bowlus Display Co. (signs)	CR 8-6288
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 Company	571-2500
Wayne Soap Company	842-6000

SERVICES

Atlantic Service Company	965-1295
Clayton's Flowers	LI 1-6098
Comp-U-Check, Inc.	255-2800
Gulliver's Travel Agency	963-3261
Pittsburg-Erie Saw	835-0913
Zablocki Electric	372-1791

SPICES AND EXTRACTS

Frank's Tea & Spices	UN 2-1314
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STORE SUPPLIES AND EQUIPMENT

Almor Corporation	JE 9-0650
Butcher & Packer Supply Co.	WO 1-1250
Central Alarm Co.	838-6365
Hussman Refrigeration, Inc.	341-3974
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-5938
Lepire Paper & Twine Co.	WA 1-2834
Liberty Paper & Bag Co.	921-3400
Master Butcher Supply Co.	WO 1-5656
Midwest Refrigeration Co.	JO 6-6341
Scan-A-Scope	823-6600
Shaw & Slavsky, Inc.	TE 4-3990
Store Equipment Sales Co.	861-1270
Square Deal Heating & Cooling	WA 1-2345

WHOLESALE, FOOD DISTRIBUTORS

Glacier Frozen Foods	962-8421
Grosse Pointe Quality Foods	TR 1-4000
C. B. Geymann Company	WO 3-8691
Kaplan's White Food Service	WO 1-6561
Raskin Food Company	865-1566
Soertan 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

Wolf Names Rozek Sales Mgr.

The appointment of James F. Rozek as sales manager for Abner A. Wolf, Inc., an AFD member, has been announced by Ben Wettstein, president of the firm. He takes the post immediately and will begin working with Wolf's voluntary retailers, according to Wettstein.

Rozek, who holds a bachelor's degree from Central Michigan University and a master's from Michigan State University, is not a stranger to the food industry in Michigan, having been involved with all phases of food wholesaling and retailing, prior to joining Wolf.

Realignment Complete At Keil

The realignment of Keil-Weitzman food brokerage to George Keil Associates, an AFD member, is almost complete, it was announced by president George Keil. At the same time, staff changes have been made as follows:

Robert Reeves has been named vice-president and director of sales; Robert Keil, vice-president and director of the food service department. Both will be stockholders in the firm. Maurice Brunswick was named supervisor of the retail sales force.

Continental Sauces In Mich.

Crosse & Blackwell has introduced five new continental sauces to the Michigan marketing area. The flavors are Bordelaise, Bolognaise, Newburg, Champignon and Polynesian. They come with delectable recipes describing each of the five new sauces. The Crosse & Blackwell line is distributed by Specialty Foods Company.



PEPSI-COLA, Metropolitan Bottlers of Michigan recently were flying high with four helicopters carrying the theme line of Pepsi's new 1970 campaign. The choppers carried the theme: "You've Got a Lot to Live . . . Pepsi's Got a Lot to Give." John Orlando, right, sales manager of the Dearborn Heights franchise, and Tom Gallagher, BBDO account executive, happen to be near a Pepsi truck as the copters fly overhead. The soft drink company, an AFD member, will spend nearly a quarter-million dollars on radio and TV alone, in Michigan.

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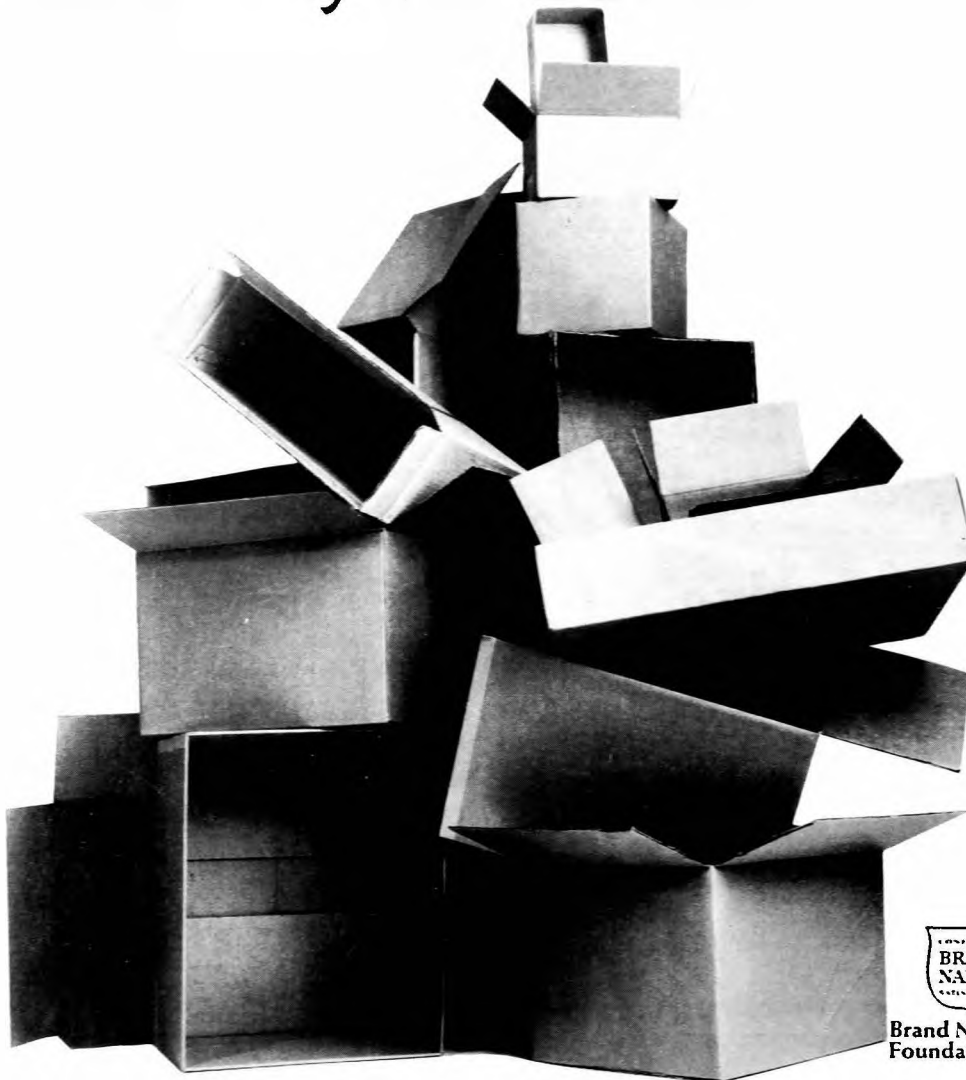
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