



# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

FEBRUARY, 1970



The Program — Page 35

# You've got a lot to live



Count the *good* things in your life for a change. There are people to love and places to go and good times to have. So live, and make Pepsi-Cola part of it all. Pepsi...it's got a lot to give.



# Pepsi's got a lot to give





**GOV. WILLIAM MILLIKEN** poses for The Food Dealer camera with officials of the Associated Food Dealers as he prepares to sign a "Grocers Week in Michigan" proclamation in behalf of the AFD, sponsor of the celebration, and the Michigan food industry. Standing behind the Governor, from left, are AFD vice-president R. Jerry Przybylski, of Jerry's Food Markets, Wyandotte; AFD

second vice-president William Bennett, of Quik-Pik Food Stores, Warren; AFD executive director Edward Deeb; AFD president Harvey L. Weisberg, Chatham Super Markets; and AFD first vice-president Allen Verbrugge, of Verbrugge's Market, Grosse Pointe. Grocers Week will be held Feb. 15-21 this year.

## ***Gov. Milliken Proclaims 'Grocers Week' Feb. 15-21***

More than 9,000 grocers, supermarket operators and various specialty food merchants will celebrate their 5th annual "Grocers Week in Michigan" celebration, Feb. 15-21, it has been announced by the Associated Food Dealers (AFD), the grocers' association which sponsors the annual event.

The AFD, which represents over 2,000 food merchants throughout the state, said the annual observance will see food merchants featuring special sales during the week-long promotion, backed by strong public relations in the mass media.

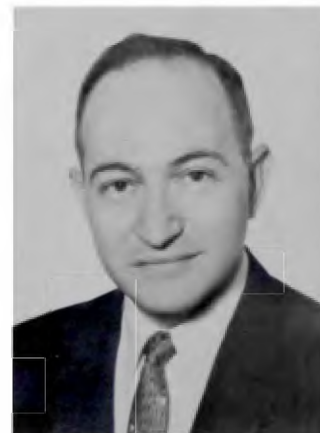
Gov. William Milliken has issued a special proclamation for the big week. Mayors and city officials throughout the state have already proclaimed "Grocers Week" in behalf of their cities for the food industry.

This year's Grocers Week chairman is William Bennett, AFD vice-president, and head of Quik-Pik Food Stores. Says Bennett, many food manufacturers, wholesalers and allied distributors have tied-in with the fifth annual campaign.

He cited specific tie-ins by Campbell Soup Company, which printed and distributed thousands of attractive Grocers Week promotional kits, which include window posters, wire hangers, especially printed for the occasion.

Bennett also cited the state's bakeries, dairy, and soft drink companies for also tying in with the celebration by displaying posters on their trucks, and product packages. He also announced that Michigan Consolidated Gas Company, and General Tire Company will flash "grocers week" messages on their electric billboards overlooking the Lodge and Ford Freeways.

## **ANNUAL PRESIDENT'S MESSAGE**



**HARVEY L. WEISBERG**  
AFD President

# ***AFD Urges Industry-Wide Consumer Information Plan***

In reviewing the events and activities of the past year, we find, as usual, it was a busy and hectic one for the entire food industry, and another successful one for the Associated Food Dealers with the addition of 148 new members; 110 of them retailers, 38 suppliers. Our net membership gain has, for the first time, surpassed the 2,000 figure.

The year 1969 seemed to be one of general discontent, which resulted in more consumer criticism of our industry than at any other time. Such popular names as Ralph Nader, Mrs. Virginia Knauer and New York City's Bess Myerson Grant slowly pecked away at various problems concerning consumers, and not all of them involving the food industry either.

One of the things which most concerns me is that much of the criticism is unjustified, and comes in the form of political action, which tends to only unfairly arouse suspicions in the eyes and minds of consumers. How many times have you heard these same critics commend or praise the industries they constantly attack?

Then, because someone — anyone — raps or criticizes someone or something or some industry, the mass media tends to side with these individuals, in rapping whatever is being criticized, right or wrong. Then they use food prices as the example of inflation today, simply because we all have to eat, and food is closer to our hearts (and stomachs) than, say, automobiles or appliances. But then the media tends to indicate a lack of

consumer organizations, using the food industry as a scapegoat.

When are decent consumer representatives and the mass communications industry going to point out that despite our minor faults, the food industry is one of the most efficient industries in America. Our industry has become the envy of the free and not-so-free world, as those in foreign lands refer to the supermarket as the "eighth wonder."

All this does only one thing: It signals the need for immediate industry-wide action programs to unleash much needed consumer information, the likes our communities in Michigan have never seen. Perhaps it will serve as a guideline to other states to do likewise.

Education and public relations will go a long way in helping to reveal the many attributes of our industry, even if we have to do it ourselves.

This will probably be one of the major tasks of the association in the coming year. But in order to get the job done, we are counting on all individuals and industry groups, as DAGMR and DFBA to help organize and implement this plan, since an attack on one segment is really an attack on all segments.

Let us begin the Seventies on the right foot and let consumers know truly how much she should appreciate all of us!





What keeps Mrs. Customer coming back to you day after day, season after season? Convenience and friendly service. Plus quality and variety in top brands. Del Monte products, for example. Continuous advertising keeps her pre-sold and coming back for consistent Del Monte quality and flavor. That's why she picks up the familiar green label with the red and yellow shield every time.



ED DEEB

## **OFF THE DEEB END**

# Crime's Victims

One of the ironies and tragedies of modern U.S. society is that millions are spent to rehabilitate known criminals, while nothing is done to aid or assist the victims of crime or their families.

Then consider for a moment that of the total 3,524 robberies involving businesses in Detroit in 1969, some 846 concerned grocery stores, supermarkets, party stores, and bakery, dairy, produce, meat and poultry specialty stores.

Then also consider that of the total 10,129 burglaries, or breaking and enterings, involving business places in Detroit during 1969, some 1,052 concerned grocery stores, supermarkets, party stores, and bakery, dairy, produce, meat and poultry specialty stores.

Finally, consider that of the total 8,863 larcencies (thefts) and shoplifting involving businesses in Detroit during 1969, some 1,034 concerned grocery stores, supermarkets, party stores, and bakery, dairy, produce, meat and poultry specialty stores.

The above statistics of the Detroit Police Department present an ugly picture of crime involving businessmen in the Detroit area. There is no question that something must be done immediately to improve the situation.

For the moment, though, let's get back to the victims of these vicious and brutal crimes involving businessmen, and members of the AFD. What happens when a wife and four children are left fatherless by a robber who cuts down the family's breadwinner while causing who knows how much grief and sorrow?

Unfortunately, in our society there is a feeling in top public and government circles that we must do everything possible to correct and rehabilitate known criminals, while leaving families of decent law-abiding citizens alone to fend for themselves.

There is something tragic and ironic indeed in our society and something must be done! Justice must open its eyes and help these victims of crime or their families. After all, it's these good people that made this country what it was in the first place.

# Announcing new CSA from Kellogg's

LET KELLOGG'S PUT CSA... COMPUTERIZED  
SPACE ALLOCATION... TO WORK PROGRAMMING  
MAXIMUM PROFITS FOR YOUR CEREAL DEPARTMENT.



Having space allocation problems? Like finding space for new products... out-of-stocks... maximizing profits? CSA solves them quickly, and what's even more important, *accurately*. Guesswork is gone. In its place is the space-age technology of the computer.

Here's how CSA... Computerized Space Allocation... works. Sales data and cereal department shelf space for your stores are programmed into our computers in Battle Creek. The resulting computer "print-out" sheet shows the package sizes, case sizes, quantities, and product varieties best suited to your operation.

We then work with you, through your Kellogg Representative, to install and maintain the space allocation program recommended by CSA. A program designed to help you realize the maximum profit potential of your cereal departments.

Contact your Kellogg Representative soon. Tell him you'd like to learn more about how CSA can solve your space allocation problems.



**Kellogg's**

puts MORE profits in your cereal sections.



# MEET NEW **Kar's** Shopper Stopper



Let us prove it's ability to produce plus sales, and new, extra profits . . . with a complete line of the freshest nuts, huge variety, at every shopper's finger tips. Customers will be back for more because of quality, value, unexcelled service. Phone for facts.

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Alpena • Ann Arbor • Bay City • Charlevoix • Flint  
Grand Rapids • Jackson • Kalamazoo • Lansing  
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Huron • Saginaw • Sault Ste. Marie • Traverse City

## KAR-NUT

PRODUCTS COMPANY

1525 WANDA, FERNDAL, MICHIGAN 48220  
Phone JOrdan 4-6990



## THE FOOD DEALER

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THE ASSOCIATED FOOD DEALERS

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MRS. JOAN SENA, *Insurance Secretary*

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LOUIS VESCIO—Vescio's Super Markets ..... Saginaw

THOMAS VIOLANTE—Holiday Super Market ..... Royal Oak

TONY ZERILLI—Big-A Super Market ..... Birmingham





*Michigan-Made* Pure Sugar...

For the Sweetest  
Sales Stories  
Ever Told!

PIONEER and BIG CHIEF Sugar...two of the sweetest selling items in the dry grocery product field...match product quality and rapid turnover with spectacular, sales-stimulating advertising programs. In 1970, MICHIGAN-MADE SUGAR sweet-talks your retail customers with frequent and profitable promotion support like this:

- Sparkling, full-color ads in McCall's—the leading national women's magazine.
- Eye-catching, full-color display ads in the Detroit News Sunday rotogravure.

- Special display ads in daily and weekly newspapers in Michigan.
- Commercial spot schedules on Michigan's top radio stations.
- 12:00 Noon News program on WJR, Detroit.
- Full-color, dominating highway billboards.

Put BIG CHIEF and PIONEER Sugar on your shelves. When you see how fast they move out, you'll agree our money was well spent. For you.

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

## Around the Town

A new **BIG-A Super Market** has opened on Eight Mile near Livernois under black ownership. The fifth Big-A is a former Packer Super Market, and the second to be owned and operated by black owners, under a franchise arrangement with Abner A. Wolf, Inc., an AFD member. The new owners: Robert J. Coverson, William Coger, Richard White, Willie Posie and Lou Whitaker.

E. A. Danielson Company has changed its name to **Allstate Sales-Marketing, Inc.**, it was announced by E. A. Danielson. The AFD-member firm is still located at 20030 James Couzens, Detroit. Phone number is 341-9461.

**Alfred W. Serpa** is semi-retiring from the food industry. The former head of Michigan G&S Company, operators of Extra Kwik Food Markets, and AFD member, and his wife plan to spend the winter in Stuart, Florida fishing and golfing.

**Tom Lodgey** is the new territorial sales manager for the **A. E. Staley Mfg. Co.**, succeeding **Ray Servitto** who

has joined **Acme-Detroit Food Brokerage**, an AFD member.

The appointment of **Robert Bachleda** as grocery buyer of **The Kroger Company's** Atlanta division has been announced by N. A. "Mike" Sawall, vice-president of the firm's Detroit division. Bachleda was an assistant buyer in the Detroit division prior to his appointment.

**John Lauri**, son of AFD director Phil Lauri of **Lauri Bros. Super Market**, is a senior at Michigan State University, and is expected to graduate next year.

The Associated Food Dealers wish to publicly thank **Jim Lauer** and **Hills Bros. Coffee Company** for supplying lids for coffee cans that were sent to sailors who use the cans for storage aboard ships. The AFD arranged to help the sailors in cooperation with Jim, following a request by The News' **Contact Ten** department.

We're happy to see Farmer Jack's **Dan Carpenter** back on the job after being away for a few weeks to recuperate from a heart attack. Dan is the public relations chief for **Borman Stores**.

**Sullivan Sales Company**, an AFD member, has been named broker for the Lord Mott line of specialty vege-

(Continued on Page 13)



# 50%

## or more increase in profit from the same shelf space

### KOEPLINGER'S FAMOUS BREADS

**It's a fact...**three loaves of Koeplinger's Famous Breads take less shelf space than two loaves of most other breads.

More important, with the per loaf profit margin approximately the same on all breads, Koeplinger's Famous Breads give you more than 50% increase in profit from the same amount of your valuable shelf space. Its the extra loaves of Koeplinger's that make the difference.

Be sure to let our driver stock enough of all Koeplinger's products . . . it costs you real money when you run out.

OUR INCREASED ADVERTISING IS CREATING GREATER DEMAND EVERY DAY



# KOEPLINGER'S

## BAKERY INC.

15200 W 8 MILE RD • OAK PARK MICH • PHONE JO 4-5737

SIZE OF  
KOEPLINGER'S  
FAMOUS BREADS  
COMPARED WITH  
MOST POPULAR  
SO CALLED  
SOFT BREADS



# This month, P&G is pushing eggs.

Who's fooling who? Eggs aren't part of P&G's line. No, but they're very much a part of our approach to trade relations.

Our idea of trade relations is simple. Talk frankly about your selling problems, every chance we get. And do something to help you sell what you want, as well as what we want.

Take promotions. We look for promotions with a retail angle built in. Like Sell-a-ton, an offer that promotes your whole store, and helps boost the sale of everything from eggs to eggplant.

Or take our cake mix strategy. We don't load you up with every flavor of the

month. Instead we help you sell extra ingredients of your own—like butter, milk, lemon juice, chocolate.

Selling takes people . . . and recruiting and holding people is one of your worst problems, right now. We're helping here, too, with a recruitment film that talks to teenagers in their own language. And a manual to help store managers train and orient their new employees.

Any time we can help sell eggs for you . . . while you're selling Tide for us . . . that's our idea of trade relations at work!

*Harry Fought*



**PROCTER & GAMBLE**

Good communications lead to better understanding and mutual confidence.





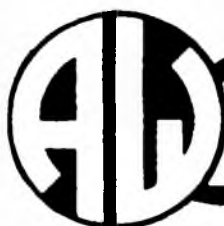
# ABNER A. WOLF, INC....

## SALUTES THE ASSOCIATED FOOD DEALERS ON YOUR FIFTY-FOURTH ANNIVERSARY.



BEN WETTENSTEIN

- ★ We welcome all new food dealers to join our team for the Action Seventies.
- ★ We have been planning for the Action Seventies for many years...with our new, fully complete food distribution center in Livonia ... the most complete complex in the Country!
- ★ Our magnificent new plant will keep all food dealers competitive!
- ★ Combined with our complete total action programs of proven success we have new programs for the seventies; some already in full operation. Among them: Direct delivery from our distribution center to you; Control Label bread and a full variety of fresh baked items, fluid milk, ice cream, cheeses, potato chips, deli items from our Salad Kitchen, Labor saving Cry-o-vac Red Meats, complete rack jobbing of Health & Beauty Aids & Non-Foods ... Yes ... All this ... Plus ... Our already fully operative programs.
- ★ If you want action in the Seventies ... See Abner A. Wolf, Inc.!



• AMERICA'S MOST PROGRESSIVE FOOD DISTRIBUTOR

# ABNER A. WOLF *Incorporated*

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PHONE LUZON 4-0300

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 PONTIAC-2005 Pontiac Rd.-373-1717 FLINT-2112 Davison Rd.-234-4062  
 SAGINAW-1900 N. Michigan-752-3351  
 LANSING-305 River St.-489-9263

## AROUND THE TOWN

(Continued from Page 10)

tables. Lord Mott is a division of Duffy-Mott, handled in this area by Peterson & Vaughan.

\* \* \*

**W. H. Edgar & Son, Inc.**, Detroit, an AFD member, has moved its offices to Suite 212, Lafayette Park Bldg., 1575 East Lafayette, Detroit, 48207; new telephone number is 964-0008.

\* \* \*

**Thomas Williams** and **Richard Wise** have been elected to the executive committee of **P. F. Pfeister Company**, an AFD member, it was announced by president E. V. Budd. The remainder of the executive committee consists of officers of the firm.

\* \* \*

**Jim Tamakian**, longtime food broker and AFD member, has announced his firm, **James K. Tamakian Co.**, has relocated to new quarters at 18470 W. Ten Mile Rd., Southfield, Mich. 48075. The new phone is 352-3500.

\* \* \*

The Michigan food industry was saddened recently to learn of the passing of colorful **Jack Schafer**, founder of **Schafer Bakeries**, an AFD member, and a top name in hydroplane boat racing. He had his start in the food industry in Kalamazoo. He was 77.

**Joe Joseph**, brother of AFD director Thomas Joseph, was shot in their store, **Joseph's Market** on John R, Jan. 31, during a holdup. Joe is recuperating from a bullet wound in the leg at Detroit General Hospital.

\* \* \*

Former grocer **George Abud**, brother of AFD member Charles Abud of **Cal-Chemical & Mfg. Co.**, died unexpectedly of a heart attack last month. George, who had been a Federal meat inspector since he left the grocery business, succumbed following a routine inspection tour at Detroit Veal & Lamb, an AFD member.

\* \* \*

Congratulations to the advertising staff at **Chatham Super Markets**, an AFD member, on nabbing first place honors in the best food store category for local television commercials in a national contest sponsored by the Television Bureau of Advertising. **Harold Weisberg** and **Gene McAllister** accepted the plaque for the firm.

\* \* \*

**Harry E. Mayers Associates**, an AFD member, has announced the opening of the firm's new offices at 21711 W. Ten Mile Rd., Southfield, Mich. 48075. The new phone is 352-8228.

\* \* \*

In an announcement by **Bill Viviano**, the name of Prince-Vivison Macaroni Company has been changed to

(Continued on Page 18)

## We know what it's like to be appreciated!

Parents' Magazine gave us a vote of approval this year. We were quite pleased.

In turn, we'd like to acknowledge the great job the officers, directors and members of the Food Dealers Association are doing to serve the independent food retailer.

We salute and thank you for making us your milkman!

# United Dairies, Inc.



## Michigan Beer Sales Up In 1969

According to statistics just released by the Michigan Brewers Association, Michigan beer consumption during 1969 was up some 32,000 barrels, or an increase of one-half percent to 6,025,247 barrels. According to Robert A. Schiffer, president of the MBA, the increase does not compare favorably with the four percent increase across the nation. He attributes

this to the state's "high excise tax on beer."

The beer consumer in Michigan pays an excise tax in the amount of 0.457 cents for a case of 24/12 oz. bottles. The figure is lower in other states, says Schiffer. "In 1969, the State of Michigan collected about \$37.9 million in beer excise taxes and another \$17 million from the 4%

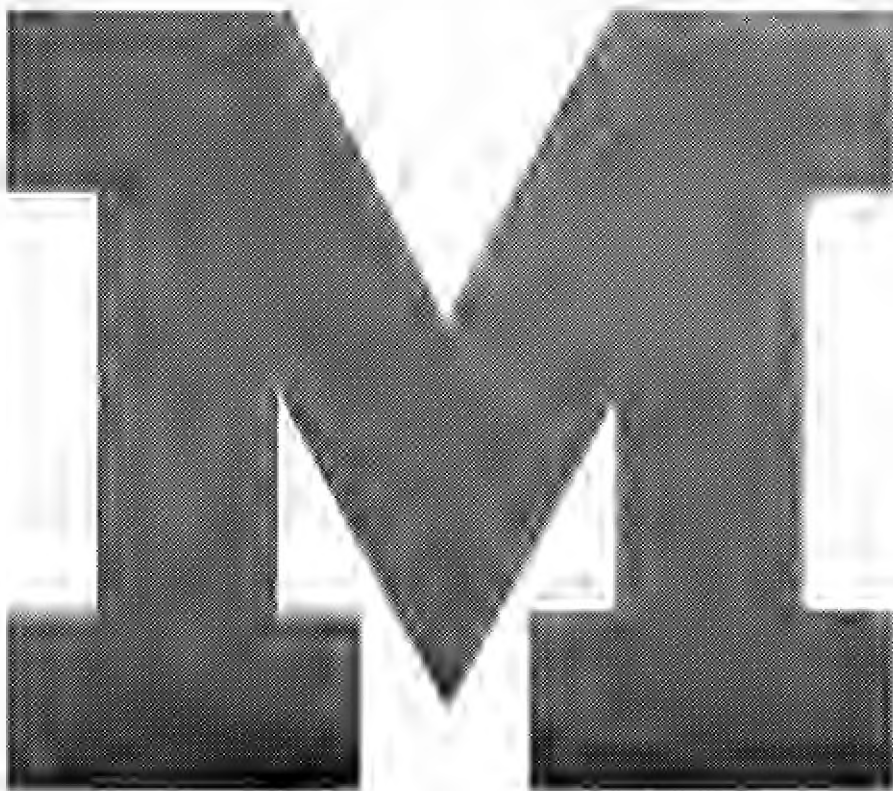
sales tax levied on beer for a total of \$55 million in revenues for the state."

### Crosse & Blackwell Company On 'Today' & Carson Shows

The Crosse & Blackwell Company will begin co-sponsoring two NBC-TV shows, namely the "Today" show and the "Johnny Carson Show," according to Robert Fisher, district manager for the firm. In addition, Fisher announced that the company has joined Luncheon Is Served as a participating member of the highly successful women's group.

LIS is a highly effective marketing tool for the food trades industry, he said, and is used for sampling, testing, research and promotion of both food and non-food products. The organization helps ladies raise money for various charities.

**CONGRATULATIONS**  
**to the Associated Food Dealers**  
**on your 54th birthday . . .**  
**from the "Big M"**



**McMAHON & McDONALD, INC.**

• LEADING MERCHANDISING SPECIALISTS with complete retail, wholesale, institutional and chain coverage •



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Phone: (616) 243-3618

**SAGINAW**







1840 North Michigan / 48602  
Phone: (517) 755-3438





# KITCHEN TALK

A new food section for the homemaker who wants to try something different. It's packed with taste-tempting recipes and time-saving tips. A weekly guide to better, imaginative cooking for family and friends, "Kitchen Talk" appears exclusively in Wednesday's Detroit News.

-  The 5 O'Clock Rush—quick meals
-  Beard on Food—by Jim Beard
-  Ask The Cook—questions and answers
-  Pre-printed shopping list
-  Money-saving food coupons
-  Best recipes submitted—weekly \$5 prizes

## "A WEEKLY ROUND-UP FOR FOOD LOVERS"

Wednesdays in **the  
detroit  
news**

### CONTACT

Retail:

Vic Lams  
Bob Aubin

National:

Carl Leonhard  
Gerry Bloch



# Meet Your New Officers



**Harvey L. Weisberg**  
*Chatham Super Mkts.*  
President



**Michael Giancotti**  
*Auburn-Orchard Super Mkts.*  
Chairman of the Board



**Allen Verbrugge**  
*Verbrugge's Super Mkt.*  
First Vice-President



**William Bennett**  
*Quik-Pik Stores*  
Second Vice-President



**Richard Przybylski**  
*Jerry's Super Mkts.*  
Third Vice-President



**Edward Acho**  
*J. A. Super Mkt.*  
Treasurer

*Aims and objectives of the Associated Food Dealers is "to improve and better the industry in which we do business, constantly offering the consuming public the best possible products and services at the lowest possible prices in the American tradition of free enterprise." The association also represents its members in the cause of justice and fair play at all levels of government, business and in the community at-large.*



**Don LaRose**  
*Food Giant Super Mkts.*  
Chairman, Executive Committee

# and Directors



**Phil Lauri**  
Lauri Bros. Super Mkt.  
Trustee



**Louis George**  
Food Farm Super Mkt.  
Trustee



**Al Wyffels**  
Albert's Fine Foods  
Trustee



**Edward Deeb**  
Executive Director



**George Bashara, Sr.**  
Legal Advisor



**Jay Welch**  
Hollywood Super Mkts.  
Director



**Alex Bell**  
Village Food Mkt.  
Trustee



**Sidney Brent**  
Kenilworth Super Mkt.  
Trustee



**Ray Martyniak**  
Ray's Prime Beef  
Trustee



**Lafayette Allen**  
Allen's Super Mkts.  
Director



**Sam Cosma**  
Atlas Super Mkt.  
Director



**Reuben Cottler**  
Dexter-Davison Super Mkt  
Director



**J. Omer Gagne**  
People's Super Mkts.  
Director



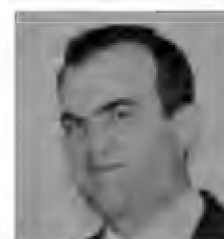
**Jack Hamady**  
Hamady Bros. Food Stores  
Director



**Sid Hiller**  
Shopping Center Mkts.  
Director



**Manuel Jona**  
Berkley Food Center  
Director



**Thomas Joseph**  
Joseph's Market  
Director



**Fred Levey**  
Lindy's Super Mkts.  
Director



**Moyed Najor**  
Publix Super Mkt.  
Director



**Phil Saverino**  
Phil's Quality Mkt.  
Director



**Louis Vescio**  
Vescio Super Mkts.  
Director



**Tom Violante**  
Holiday Super Mkt.  
Director



**Tony Zerilli**  
Big-A Super Mkt.  
Director

## Photos Not Available:

**JACOB GRANT**, Farmer Grant's Market  
**GEORGE JERRY**, C. Jerry's Super Markets  
**F. A. KENNEDY**, Polly's Super Markets

**DANIEL KNOPPER**, Danny's Super Markets  
**SABAH NAJOR**, Lucky Strike Super Market  
**JAMES PEABODY**, Peabody's Market  
**BEN RUBENS**, King Cole Super Markets



## AROUND THE TOWN

(Continued from Page 13)

**Prince Macaroni of Michigan, Inc.**, an AFD member. Bill is general manager of the firm.

\* \* \*

**Lawrence A. Arnold** has been appointed district sales manager for **Del Monte Sales Company**, an AFD member, it was announced recently by Walter Berris, company vice-president. Arnold, who has been with the firm for seven years, comes to the Detroit area from Cincinnati.

\* \* \*

**N. A. "Mike" Sawall**, vice-president of **Kroger's** Detroit division, has announced that **Ray Pinna** has been appointed merchandise manager responsible for all merchandising for the Kroger units. Sawall also announced the appointment of **Al Pawlisch** as controller, succeeding **Barry Fernstrom** who is now in the Chicago division.

\* \* \*

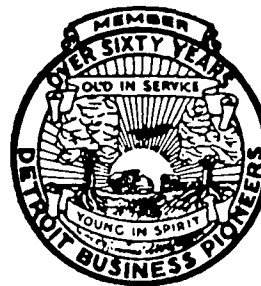
**Food Marketers**, an AFD broker member, has announced that **Thomas Vesnaugh** was promoted to account manager. Vesnaugh has been with the firm since 1965 and resides with his family in Detroit.

\* \* \*

New AFD director **Louis Vescio**, executive vice-president of **Vescio Super Markets**, Saginaw, has announced his firm has acquired the popular **LeRash Super Market** in Bax Axe.

The 1970 Salute To Women Who Work celebration will be held March 18 and 19. Heading this year's awards presentation is **John C. McCabe**, president of Blue Shield. Entries may be submitted to Chamber of Commerce, 150 Michigan Ave., Detroit 48226.

## THE WAYNE SOAP COMPANY



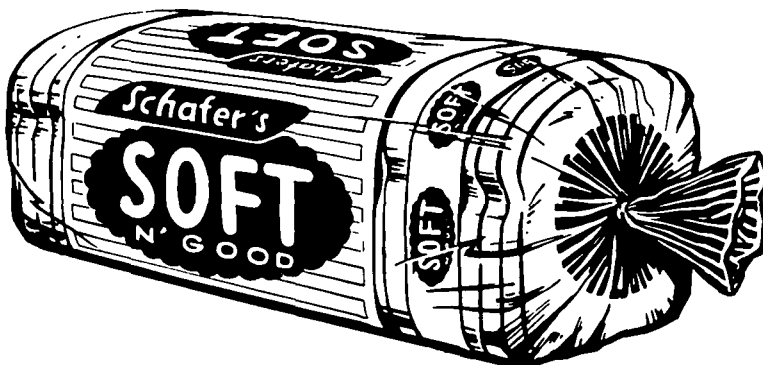
*Growing Thru Giving  
Good Service*

**BUYERS OF BONES  
FAT, TALLOW &  
RESTAURANT GREASE**

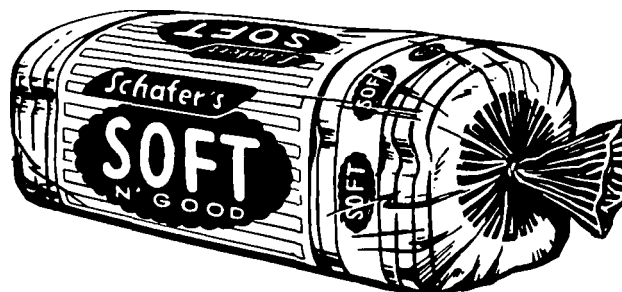
842-6000

DETROIT, MICH. 48217

AFD Member



**Schafer's**



**Schafer puts the flavor  
back in bread!**





**Our take-home pack for real beer lovers.**

# Memo from Faygo

The Food Dealer • February, 1970

by  
**MORTON FEIGENSON**  
President



Faygo flavors accounted for more than 40 percent of a large chain's total 1969 soft drink sales and are expected to do better in 1970. A dominant role like that merits looking behind the figures which document it.

So, we asked the head buyer: "Why does your chain promote Faygo so hard?" He explained: "We use the same newspaper ads to attract shoppers all over Michigan. Obviously, each ad should feature the same products at the same prices. Therefore, to run a chain-wide brand-name soft drink promotion, we have only one choice—Faygo, because it's the only one moving through our warehouse center and being retailed out of all our stores at the same price and in the same type packaging."

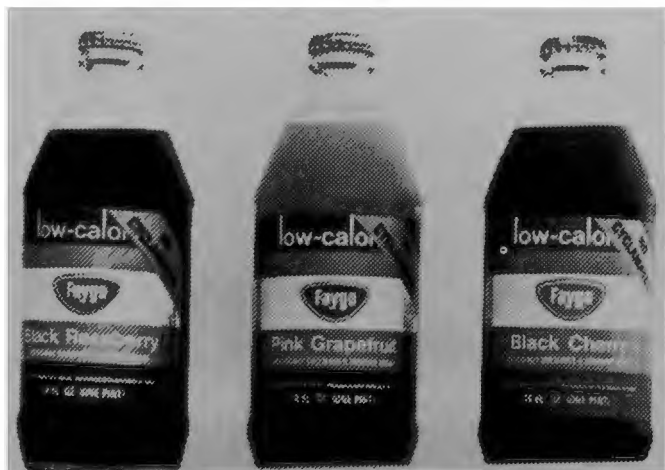
"National brands are chain-wide promotion hang-ups for us. They are direct back-door delivered to our network of stores by a multitude of different bottlers, each of whom serves only our stores within his franchise area."

\* \* \* \* \*

"That situation, by itself, might not be too bad. But it also involves different wholesale prices which must be translated into different retail prices—and, different packaging. The patchwork of different prices and packaging can't be weaved into any practical ad cost pattern."

"Faygo permits working from a uniform price and packaging base. We can promote Faygo. And, we do because soft drink promotions can really attract store-traffic."

\* \* \* \* \*



The low-cal market remains in turmoil. However, Faygo now has eight new "controlled-calorie" products in distribution. Three are shown above.

They taste better than cyclamate-sweetened beverages. But, like other major-brand offerings, their calorie-content is probably too high for diabetics and serious weight watchers. One-cal products are needed and will be coming soon from Faygo.

\* \* \* \* \*



**HAPPY BIRTHDAY, LEO**—That's Leo Sabatini of L. S. Foodland, an AFD member, left, blowing out candles on a birthday cake, as Helen Sansone of WPON radio station, Pontiac, looks on. The surprise celebration was part of quadruple birthday party in honor of food merchants and WPON officials, who all had birthdays within a day or two apart. On hand for the party and whose birthdays were also celebrated were Sam Cosma of Atlas Super Market (he's an AFD director), Frank Tenuta of Tenuta's Foodland, Dave Roberts of Spartan Stores, Inc. (an AFD member), and William Morgan, WPON general manager.

## DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

1923 Frederick • Detroit

571-2500

"First We Render Service"

AFD MEMBER





## When you see this card you know her check is good

Our Check Guarantee Card is designed to help both the customer and you. It's our promise to you that we'll stand behind that customer's personal check up to \$100. Here's all your cashier does to assure it:

1. See that the check is made out to your store (not to cash), dated the same day, and signed in the presence of the person accepting it.
2. Be sure the check signature and card signature are the same and that the card hasn't been altered.
3. Check to see that the card hasn't expired and write the card number and expiration date on the back of the check.

No guessing. None of your personal time consumed. You'll be seeing more and more of the Detroit Bank & Trust Check Guarantee Card. You'll cut down more on bad check losses by honoring it.



**DETROIT  
BANK  
& TRUST**

# Congratulations

to the

**ASSOCIATED  
FOOD DEALERS**

On Your

**54th ANNIVERSARY**

•

**Ira Wilson & Sons Dairy Co.**

**Phone 895-6000**

## McMahon and McDonald Nabs Honors

McMahon and McDonald, Inc., an AFD member operating in Michigan and northern Ohio, has been named 1969 Broker of the Year by the Adams Corporation, snack foods division of Beatrice Foods. Representatives of the Detroit-based brokerage received their awards and plaques at a special meeting during the NFBA convention in New York.

On hand for the presentation were Doug McDonald, Herb Jennings, John Kimball, Tom Hahn, Jerry Curtiss, Alex Cochrane and V. G. Havens of McMahon & McDonald. Adams officials presenting the award for highest percentage sales increase, new accounts sold, new products placed with existing accounts, were Robert Lewis, general manager, and Earl S. Wilson, president.

***NEW FROM FARM CREST!***

***FROSTED TIGERS***



**10** Individually Wrapped Creme Filled Cakes

**No Foolin' They Sell Good Too!**

**For Service, Phone TR 5-6145**



**Congratulations**  
*to the*  
*Associated Food Dealers*  
*and*  
*All Independent Grocers*  
*On Your*  
**54th Anniversary**

We hope you enjoy  
Our New Apple  
Wine at your table.  
It is the first of its  
type ever introduced  
to the world.



Smart Retailers Stock  
and Display the fastest  
growing wines in Michigan!



**CASK WINES**

**A Product of**

**Michigan Wineries, Inc.**

**PAW PAW, MICH.**





*Best Wishes  
to the  
Associated  
Food Dealers!*



## **SUPERIOR POTATO CHIPS**

14245 Birwood • Detroit, Mich. 48238

Phone TE 4-0800



**CHANGING OF THE GUARD** — The Detroit Food Brokers Association installed its 1970 officers recently at a dinner meeting held in Danny's Hour Glass restaurant, Detroit. Pictured above, right, is Robert Swanson of Peterson & Vaughan, Inc., the outgoing president. From left, the new officers: James Hutton of Steve Conn Associates, secretary-treasurer; Robert Reeves of George Keil Associates, vice-president; and James Scoggin of Food Markets, the new DFBA president.

**CASES  
CONDENSING UNITS  
COOLERS**

**SHELVING  
CHECKOUTS**



**REFRIGERATION, INC.**

***Complete Line of Food Store  
Equipment and Accessories***

**14037 W. Seven Mile**



**Detroit**



**Phone 341-3994**

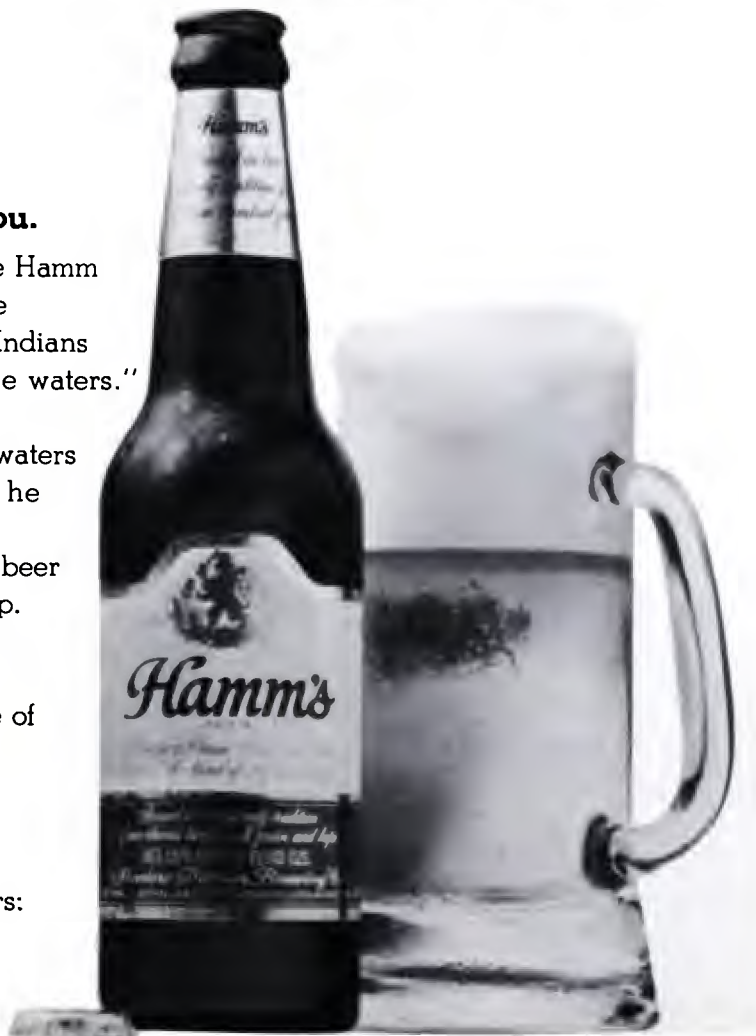
# ***A beer is a beer is a beer until you've tasted Hamm's***

**The land of  
sky blue waters  
sends its best to you.**

Back in 1865, Theodore Hamm  
followed his own private  
rainbow to a place the Indians  
called "Land of sky blue waters."

There he found pure,  
icy, virgin waters. The waters  
best for brewing. There he  
put his brewing skill  
to work. And brewed a beer  
with flavor that ran deep.

Today the flavor still  
runs deep in Hamm's.  
And our brewery is one of  
the nation's biggest.  
So drink deep, friend.  
Discover what Hamm's  
drinkers have known  
for over a hundred years:  
A beer is a beer  
is a beer. Until  
you've tasted Hamm's.



He followed a rainbow.



The Indians had a word for it.



1865-Everybody has to start someplace.

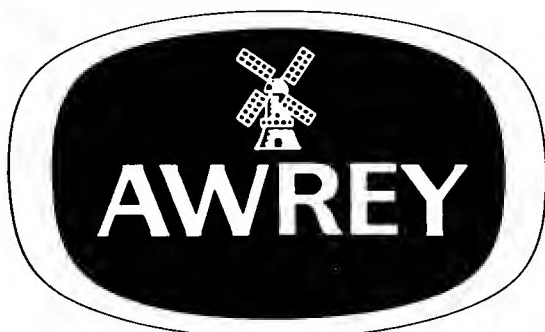


104 years later:  
The flavor still  
runs deep.

***'Congratulations and best wishes to the Associated Food Dealers  
of Detroit on your 54th Birthday from all of us at Hamm's.'***

# Baked goods buying families love variety

We give them—and all of your customers—102 varieties of fresh baked goods to choose from every week. This vast variety brings them back again, and again, and again.



SIGN OF GOOD TASTE



CARLO UGVAL, manager of Nino's Market on E. Warren, Detroit, second from left, accepts an Achievement Certificate for having completed the recent food course sponsored by the Associated Food Dealers in cooperation with Wayne State University. Commencement was held Jan. 14 at McGregor Memorial Center on the campus. Looking on, from left, are Dr. Edward Raney, assistant dean of the WSU School of Business Administration; Ugval; AFD executive director Ed Deeb; and AFD chairman Mike Giancotti. Forty-five persons completed the course.

## The Test Of Time . . .

**87** Years  
Of  
Successful  
Service



To Slaughter Houses, Wholesale &  
Retail Markets and Locker Plants

*Whatever Your Problems May Be, Call*

## Darling & Company

3350 Greenfield Road  
WA 8-7400  
Melvindale, Michigan

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

ALLIED MEMBER



**Sometimes  
it takes  
a little  
extra  
service  
to keep  
Smurthwait's  
mind off his job**



**SMURTHWAIT** is our special service follow-up man—complaint man. It's a nasty job, but we do our very best to keep him happy. We must be successful. He hasn't had to keep his mind on his job in quite a while now. That's because a Continental Salesman's job is a service job that sometimes requires a little extra service. Order

follow-up, delivery tracing, stocking assistance, display suggestions, and anything else he can do to keep our principal's products moving on and off your shelves at the best possible rate. There's a service-minded organization behind your Continental Salesman or Account Manager, too. No one likes to see Smurthwait disturbed.

## **CONTINENTAL FOOD BROKERAGE COMPANY**

17501 W. EIGHT MILE RD., DETROIT, MICHIGAN 48235 • Phone (313) 533-2055  
*Grand Rapids, Michigan • Flint, Michigan • Toledo, Ohio • Fort Wayne, Indiana*

### **THE PRODUCTS WE WORK FOR:**

AVON FROSTED FOODS  
BEST FOODS DRESSINGS AND MAYONNAISE  
BIRDS EYE FROZEN FOODS  
CACKLEBIRDS  
CLARK CANDY  
CREAMETTE MACARONI AND SPAGHETTI  
FISHER NUTS  
G W PIZZA

GEBHARDT MEXICAN FOODS  
HABITANT SOUPS  
HOLLOWAY CANDY  
KITCHENS OF SARA LEE  
KOBAY SHOESTRING POTATOES  
LA CHOY CHINESE FOODS  
LIBERTY CHERRIES  
MA BROWN PICKLES AND PRESERVES

MARIO OLIVES  
MR. PLUMBER  
ON-COR FROZEN FOODS  
RICHARDSON MINTS  
S & W FINE FOODS  
SKIPPY PEANUT BUTTER

## ***Eight New Supplier Members Join AFD***

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

**LUDINGTON NEWS COMPANY, INC.**, distributors of a wide variety of books, magazines and other periodicals, 1600 E. Grand Blvd., Detroit, Mich. 48211; phone 925-7600.

**GROCERS BAKING COMPANY**, statewide baking and distributing company, with headquarters at 210 - 28th Street SE, Grand Rapids, Mich. 49510; Detroit branch phone 537-2747.

**STROH'S ICE CREAM**, ice cream and related products distributor, 909 E. Elizabeth, Detroit, Mich. 48226; phone 961-5843.

**J & J INVENTORY SERVICE**, inventory and accounting specialists, 7347 Gratiot Ave., Detroit, Mich. 48213; phone 924-7070.

**NAJOR'S DAIRY COMPANY**, distributor of milk and related dairy products, 29655 Lahser Rd., Southfield, Mich. 48075; phone 353-8225.

**EARL ENGLISH ASSOCIATES**, food brokerage company, 112 E. Fourth St., P.O. Box 322, Royal Oak, Mich. 48068; phone 546-5100.

**HOLIDAY DELIGHT CHEESE CAKE CO.**, baker and distributor of a variety of cakes, specializing in cheese cakes, 6011 Livernois, Detroit, Mich. 48210; phone 894-6011.

**SEVEN-UP BOTTLING CO. OF DETROIT**, bottler and distributor of soft drinks, 12201 Beech-Daly Rd., Detroit, Mich. 48239; phone 537-7100.

These new members and all AFD suppliers and service members deserve your support and patronage. Refer to the Supplier's Directory on Page 65 often. In fact, clip it out of *The Food Dealer* magazine and post near your phone.

### ***Congratulations AFD!***

OF ALL THE SAWS YOU EVER SAW  
YOU NEVER SAW A SAW SAW  
LIKE AN ATLANTIC SAW SAWS!

(That Goes For Blades Too.)

**We also Feature a  
KNIFE RENTAL SERVICE**


# **ATLANTIC SERVICE COMPANY**

**19197 Justine • Detroit • Phone 965-1295**

*We Appreciate Your Business!*



*JOHN HAJDAS, the Atlantic Hook-Eye man, displays some of the blades and cutlery before his service van which takes him throughout the state.*



*It's the season for hearty meals...  
Your customers will be looking  
for the hearty bread...*

# LUMBER JACK

from  
**Oven-  
fresh**

Lumberjack . . . the lumbercamp-style bread . . . stands tall in the toaster, tall in your customer's taster . . . and tall in profits as the fastest-moving variety bread on your rack. Satisfy your customer's hunger for hearty bread and your appetite for hearty profits. Sell tall . . . stock those shelves with Lumberjack !

*This Lumberjack illustration is featured in full color on Oven-Fresh highway spectacular signs throughout Michigan.*



## GROCERS BAKING CO.

*America's largest bakery exclusively owned  
by and operated for affiliated food retailers.*

### MAIN PLANT:

210—28th St., S.E., Grand Rapids, Michigan

### BRANCHES:

Alpena (517) 354-4277	Kalamazoo (616) 345-7729
Benton Harbor (616) 927-1720	Lansing (517) 482-8600
Detroit (313) 537-2747	Muskegon (616) 726-4654
Flint (313) 785-4621	Saginaw (517) 792-8271
Grand Rapids (616) 245-9127	Traverse City (616) 947-6278



## THE BELL RINGER

# Skiing Formula: Lots of White Snow and Blue Cross!

By ALEX BELL

Well, we sure blew the last one we wrote. Our sterling editor assured us that the last issue would hit the streets before Christmas. So what happens? Well, if Christmas had been Jan. 4th, everything would have been okay. So in case we get shutout at the end of this year, we will wish you a Merry Christmas 1970 and a Happy New Year 1971 now. Also, a Happy Chanuka 1970. We try to keep this column up to date, but all we do is try. (Edeebnote: Hey Alex, go gong your bell someplace else and place the blame where it belongs: on Uncle Sam's postal corps.) \* \* \*

Walter Reuther of the UAW says that prices drive wages up. Now has it ever been definitely established which came first: the chicken or the egg? Come on, Walter, quit joshing!

\* \* \*

Well, we may as well get our licks in on the "500 foot law." The following is a direct quote from the Michigan Food News: "Throughout



Mr. Bell

1969, the Michigan Food Dealers Association, in concert with the Michigan Chain Store Council, has fought hard and long, spending endless hours in committee hearings..." Looks like the AFD was twiddling its thumbs when all the furor was going on. Come on, Don, sharpen up and tell it like it is! We also remember when Bill Keasey, as representative of the independents, and the silver-tongued orator of Mackinac Island, Wilfred Doyle, were inseparable. Doyle was also top dog and lobbyist for the Mich. Chain Store Council. Does the lion lie down with the lamb? Hmmmmm.

\* \* \*

We are again honored by an episile from our contributing columnist in Elk rose, Ill. We think this Irishman has possibilities. He says in his letter he was in the building products business. The bum was really a brick layer's helper, sometimes known as a hod carrier. The letter follows:

*Dear ACB or ABC or to whom it may concern!*

*I want to thank you for The Food Dealer magazine you sent. It's the first one I have received free in 45*

(Continued on Page 36)



## The PERSONAL TOUCH

This kind of service tailors your store's inventory to satisfy your customers — and delivers extra profit on this high profit item.

It's the personal touch that has made Archway the best selling home style cookies in the country.



**SWANSON COOKIE COMPANY**  
Battle Creek, Michigan

*For your customers'  
convenience and your profit*



**The one-way half quart bottle  
of Coke with the “Turn-Top” cap.**

Your customers will love the convenience!

A half quart of Coke in a One-Way bottle. No deposit, no return. With enough delicious Coke for three glasses over ice.

And each bottle comes equipped

with the “Turn-Top” cap. You can twist it off with your hand... or pop it off with a bottle opener.

These great bottles are now available in 6-pack neck-thru cartons.

So stock up now... and watch the profits roll in!

**Get the real thing. Coke.**

***Your Coca-Cola bottler congratulates the  
Associated Food Dealers on their 54th Anniversary***

“Coca-Cola” and “Coke” are registered trade-marks which identify the same product of The Coca-Cola Company.

Bottled under the authority of The Coca-Cola Company by: Detroit Coca-Cola Bottling Co.

# HAPPY 54th ANNIVERSARY

We extend our sincere best wishes and continued success to the Officers and Members of the Associated Food Dealers.

From

**THE P. F. PFEISTER COMPANY**  
and the Manufacturers  
we represent.

*Our many quality products  
which help you achieve sales  
volume and profits include:*

April Hill Froz. Bread Dough  
Breast-O'Chicken Tuna  
Purr Cat Food  
Diamond Walnuts  
Dole Pineapple, Lo-Cal Fruits,  
Pineapple Juice and  
Pineapple-Grapefruit Juice Drink  
Flushabys Disposable Diapers  
Mrs. Grass Soups  
GulfKist Shrimp  
Lloyd J. Harris  
Frozen Pies  
Lysol Products  
McIlhenny Tabasco Sauce  
Sugaripe Dried Fruits  
Treesweet Citrus Juices  
Pream - Sucaryl

**P. F. PFEISTER  
COMPANY**

14900 Meyers Road  
Detroit, Michigan 48227

**Phone 491-2100**

## Michigan Man Wins Campbell Scholarship

Vaughan D. Roller was named winner of a one-year \$1,500 scholarship to Michigan State University, sponsored by Campbell Soup Company. The scholarship is for study in the

school's food distribution curriculum where he plans to earn a master's degree. Roller, who works for Bay City Milling Company, was notified of his selection by Art Brauer, Campbell's central division sales manager in charge of canned foods.

## Retailer Opens Two New Super Markets

Sabah Najor, operator of Lucky Strike Super Market, and newly elected AFD director, has announced that he has opened two new stores. They are the Commonwealth Food Bank at Wy-

oming near Curtis, and the Scotch and Soda Market on Harper near Conner, both in Detroit.

Najor also announced that his brother-in-law, Najib Haisha, has opened Serve-Side Market on W. McNichols.

**Milks, cheeses, dips, ice creams—a complete line.**



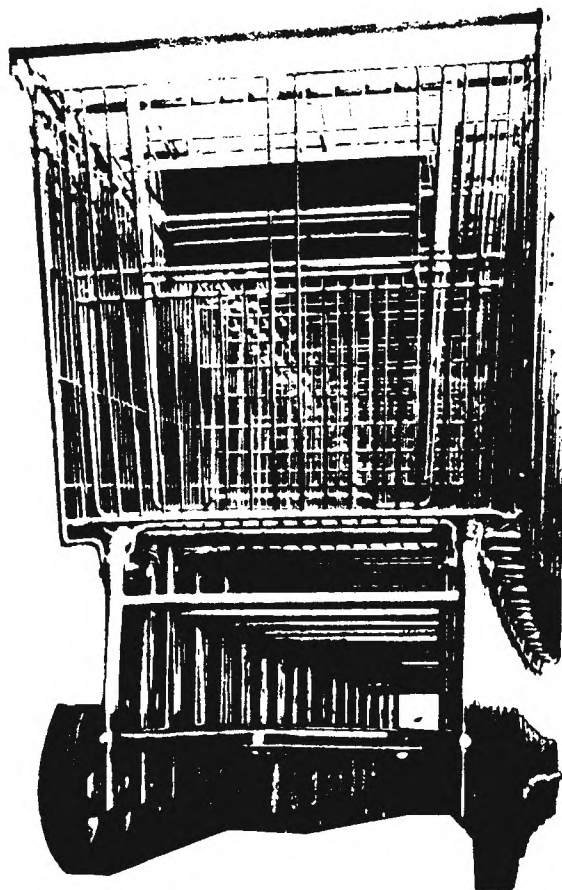
**PACKAGED/PRICED  
TO MAKE PROFITS  
FOR GROCERS!**

*Country Fresh*  
Grade A  
**DAIRY PRODUCTS**

For more information  
call Dale Fennema  
Grand Rapids  
**(616) 245-2104**  
or Pat Lynch  
Flushing  
**(313) 732-1094**

GROCER'S DAIRY COMPANY, 2555 BUCHANAN, S W, GRAND RAPIDS, MICHIGAN





## Who'll push the carts?

Free Press readers are pushers.

Of course if you don't push your food messages in the Free Press, chances are many of our reader-shoppers won't be pushing your carts. And that's bad. You need the important Free Press shoppers to fill your aisles, to move your merchandise, to make your volume profits.

The Free Press is the newspaper that reaches the right people at the right time—Detroit area housewives who formulate their day's shopping plans in the morning.

We remind you that Free Press households are now pushing 600,000 daily, more on Sunday. And we're growing consistently.

You need our pushers—they are too numerous to ignore.

**Detroit Free Press**  
*the action paper*

# The Food Industry In The Seventies

By W. B. MURPHY  
President, Campbell Soup Company

Any prediction as to the outlook for the food industry in the 1970's becomes an impossible task unless the assumption is made that the present inflationary trend will be stopped and soon. 1970 must be the year when our country finally manages to get inflation under reasonable control. This debilitating economic disease threatens all of us, whether he be a wage earner or one who lives on his savings or pension.

Assuming that government, business and labor use restraint and common sense so that there is a stop to the current rapid inflationary trend, we can say that the decade of the 1970's represents large opportunities for growth.

The population of the United States in the 70's is predicted to grow from 203 to 240 million with the number of households rising above 77 million. During this decade, over half the population will be under 30. These will be many changes in attitudes and in living habits and all of these are significant to the enormous food industry.

Those who have enough experience and objectivity to view the past with a good perspective and who have the imagination to look to the future for significant changes must recognize that this future holds the following:

- a higher standard of living for all of our people;
- the subnormal levels of education and training with accompanying subnormal levels of income for many will be corrected in considerable measure, at least for our young people; the number of college graduates is expected to rise by 60% in the next ten years;
- there will be more probing and inquiry and less blind acceptance of habitual patterns in thinking and living;
- there will be greater equity among American people. These trends for the future mean a great deal to those of us in business. We must be prepared to adapt our businesses to the changes that are bound to come.

In the food industry we know that consumers in the 1970's will be more discriminating in the purchase of foods. This will likely be advantageous to foods that are nutritionally sound and high in acceptability and that represent good values. We can expect that the present rather widespread faddism in foods will tend to disappear and there will be greater interest in the choice of foods that combine the qualities of excellence and nutritive values.

The producing of food will likely see the continuing rapid evolution that has taken place over the past several

(Continued on Page 53)

## IN APPRECIATION:

The Associated Food Dealers is most appreciative of the interest, assistance and cooperation offered by many of the food suppliers in planning this, big event of the year. In particular, we wish to thank the following firms specifically for generously hosting or co-sponsoring various parts of this evening's activities:

### Cocktail Hour:

Pepsi-Cola Company

### Cocktail Hour Snacks:

Vita-Boy Potato Chips  
division of Fairmont Foods

### Banquet Co-Sponsors:

Koepplinger's Bakeries, Inc.  
Pepsi-Cola Company  
Darling & Company  
Detroit Rendering Company  
Wayne Soap Company  
Abner A. Wolf, Inc.

### Entertainment Sponsors:

Borden Company  
Faygo Beverage Company  
Frito-Lay, Inc.  
Grosse Pointe Quality Foods  
Darling & Company  
Detroit Rendering Company  
Wayne Soap Company  
Krun-Chee Potato Chips  
Pontiac Press  
Schafer Bakeries, Inc.  
Sealtest Foods  
Spartan Stores, Inc.  
United Dairies, Inc.  
Velvet Food Products  
Vita-Boy Potato Chips  
Ira Wilson & Sons Dairy

### Prizes:

Pontiac Press  
Schafer Bakeries, Inc.

### Signs and Banners:

Robert Bowlus Display Co.

At the same time we wish to take this opportunity to thank all of our many friends and associates of the food fraternity — wholesalers, manufacturers, processors, brokers and allied distributors and service companies, for supporting the Association, for attending this banquet. We constantly strive for inter-food industry cooperation, and without all your help and support, this banquet could not have been possible.

# AFD 54th Anniversary Food Trade Dinner

uesday, February 17, 1970, at Raleigh House, Southfield

## Presents "SPEAKEASY CAPERS"

### For your big time entertainment



#### THE PROGRAM:

##### INVOCATION:

EDWARD DEEB, AFD Executive Director

HARVEY L. WEISBERG, AFD President

"SPEAKEASY CAPERS REVIEW"

BALLROOM DANCING: Danny Baker Orchestra

#### A SPARKLING ROARING 20's REVIEW

A 75-minute show  
with a BIG cast!

**FRANKIE RAPP, Emcee**



## ALEX BELL

(Continued from Page 30)

years in the building products business, and also the first pen pal that has passed on anything I have ever written. I hope you are around to write my obituary.

What I really want to tell you about is last week the Warden (that's my wife), decided to have Irish Turkey (corned beef and cababge) for Chanukah. Well, we stopped by the Jewel Tea Co. and Osco Drug Co., they are all in one shopping area, to purchase the cabbage. The price was 89c and I was not sure whether that was the year it was grown, or the weight, or the price. So I called the clerk to solve the problem. He asked if I wanted it gift-wrapped. I said no, you better have it delivered by the armed guard service.

You know, many years ago, I always thought that Thursday was a holy day. My father would come home, lift the cover on the iron pot on the back of the wood stove, and say, "Holy St. Patrick, boiled cabbage!" And that pot boiled the water for the Saturday baths, scalded the feathers off the old stewing hen, and even boiled the mop. That 89c also had 5 cents added on for Richard the Lionhearted Daley to buy more bullets for his Green Beret Army.

Glad to see Mr. Gribbs has made the Mayor's chair. He was the fellow that brought the 5-cent candy bar

back to the county jail. That kind of public service is what will put that Lebanese Sherlock Holmes Ralph Nader back investigating my cabbage problem.

I hope you won't mind that I am sending this copy of The Food Dealer to my old friend, Chief Bald Eagle (E. C. Dice), down there in Oklahoma City. He is still getting a quart of oil with that hand pump out of his back yard every day. Guess I have to leave you, but shake a little more sawdust back off that meat counter and get with the Arthur Murray lessons, lover.

—John F. Boyle  
(Retired)



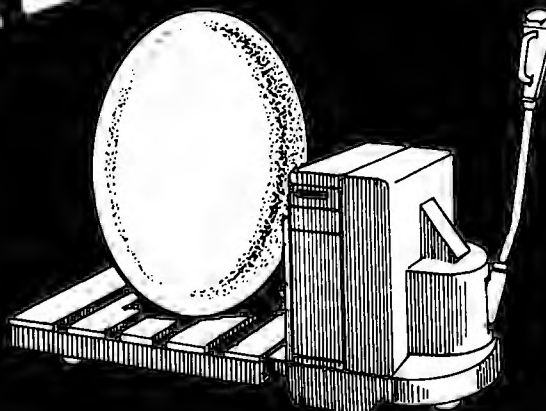
# BIG PROFIT CHAMP

Big in every way

CASH IN!  
Call 826-5030

**Peters** SAUSAGE COMPANY

# FRAGILE



OUR REPUTATION FOR HANDLING FOOD PRODUCTS CAREFULLY AND ECONOMICALLY IS EVERYTHING IT'S CRACKED UP TO BE. WE'LL LEASE YOU THIS 4 000 LB. POWRWORKER PALLET TRUCK FOR ONLY \$54 PER MONTH (INCL. BATTERY AND CHARGER).

**CLARK**  
EQUIPMENT

DETROIT  
2239 Fenkell Avenue  
342 5 00

FLINT  
502 Kelso Street  
235 624

(Edeebnote: Boyle, if you are going to be a contributing columnist, for God's sake, bone up on your punctuation!)

\* \* \*

**Our man in Baghdad** has forwarded to us a Confidential Report on our new AFD treasurer. In essence, it says that Eddie Acho's antecedants go back to Ali Baba and the Forty Thieves. Tell us it isn't so, Eddie! Incidentally, Eddie, when you write us a fan letter, don't close it with "love and kisses" on account of we are not yet kinky, and we still like girls better than boys. And, Eddie, it is not degrading, it is defamation of character you sue us for!

(Edeebnote: Although Alex is writing in good, clean fun, we may just ask our man Edide Acho to get back at the Village Bull Shooter some day in a column of his own.)

**We understand that Ray Martyniak** has a fool-proof formula for skiing: Lots of white snow and plenty of Blue Cross.

\* \* \*

**It has been brought to our attention** that mixed greens are good for you, especially fives, tens and twenties.

\* \* \*

**Every man has a right** to his own opinion—as long as he agrees with his wife's.

\* \* \*

**Is there anything wrong** with mixing business with business?

\* \* \*

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



## In Detroit



Member  
Great Lakes  
Marketing  
Associates,  
Inc.

**SPECIAL REPORT**

# ***Economy Expected To Bounce Back This Year***

By **WILLIAM BURR**  
**Hornblower & Weeks Stock Brokerage**  
**Detroit Branch**

Now that we have come through the disappointing stock market of 1969, what is the forecast for 1970? By the end of 1970 some economists feel the economy will be setting new records, with the fourth quarter of 1970 seeing the gross national product breaking the trillion mark, and corporate pre-tax profits to just under \$100 billion.

Two major problems caused the stock market in 1969 to slide. One of these major problems was and is our involvement in Vietnam. The war has been one major contributor to inflation. Government spending, particularly in military sphere, has led to a wage-price pull. The increase in staple prices caused by inflation, led to prices which had the consumer pulling his hair out. Problem two was record high interest rates. These astounding rates, which reached highs of 9¾%, took money out of stock market into attractive bonds. Also, the high interest rates hit those businesses, particularly the small businesses, who wished to borrow, which of course, slowed industrial expansion.

The new Administration has been given the job of reducing these stumbling blocks. It appears that a reduction of American involvement in the war will have a positive impact on investor psychology. Less government

military expenditures can also be expected to have a concrete effect on inflation. (While a further pullout from Vietnam would cut military spending, this should be more than offset by possible rises in government spending—for example, Social Security, which would be a lift for public psychology.)

The Nixon Administration has also tackled the interest rate headache. The Administration has gone to great lengths to advise that current tight money policy will continue until anti-inflationary efforts are taking hold. This has led to a growing concern that the government might overstay its policy and push the economy into recession. Not unexpectedly, this led to the year-end decline in the stock market. Nevertheless, there is evidence that our economy is cooling somewhat and that the high interest rate level might begin to retreat.

In 1970, many economists predict a slow, if not dull, first half with the pace quickening in the second half to reach the trillion dollar record GNP level. Notwithstanding the overall sluggish earnings picture, there are many industries in the coming year that should have record earnings. The industries which reflect the absence of 1969 depressants are geared to the needs of the '70s.

One of these industries, which will benefit from new governmental interest will be the pollution control industry. Control of our environment will begin to gain

*(Continued on Page 42)*

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## Inman Names Veeps, Branch Managers

Paul Inman Associates, an AFD broker member, has announced five vice-presidential appointments. Making the announcements was the firm's president, Paul O. Inman.

Gerald C. Inman was named executive officer of the firm's Detroit division. Donald Gundle was named vice-president and chief executive officer of the Toledo division. John C. Cosmos was named vice-president and head of the firm's Grand Rapids division.

At the same time, Alvin H. Hoppe, Robert A. Godfrey and James W. Maguire were all elevated to the position of vice-presidents of the Inman brokerage.

## Fruit of the Loom Appoints Medallion

Fruit of the Loom, maker of hosiery and a variety of clothing items, has named Medallion Marketeers, Inc., as its broker for southeast Michigan.

Medallion, located at 16247 Hamilton, Highland Park, is a newly incorporated company headed by Edward Jonna, president, and includes three others as partners. They are Sharkey George, James Jonna, and Michael George.

The brokerage has been authorized to set up a complete rack jobber program for both independent merchants and chain store operators in both the food and drug industries.

## Food Field Duffers To Start April 29

The greater Detroit Food Industry Golf League has announced it will be-

gin this year's events April 29 at the San Marino Golf Course, Farmington, it has been announced by Robert Vibbert of Peplers & Vibbert, Inc. and Tom Fanos of Tom Fanos Associates, coordinators. Matches will be held each Tuesday afternoon from April 29 to Labor Day. Anyone interested is invited to phone Mr. Vibbert at 838-6768.



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(ASK FOR STORE SALES)

## THE ECONOMY

(Continued from Page 38)

emphasis. Air pollution control, in particular, will receive expenditures. In the Detroit area, in particular, we are hearing more about this through the exhaust emission control programs of the automobile industries.

Another '70s beneficiary will be the medical industry. Government help through programs like medicare, is likely to increase. Consequently, spending on medical supplies and equipment and ethical drugs will increase.

Housing, a generally depressed area, should begin to revive later in 1970. If Federal Reserve Board's restraint of credit relaxes, new homes, mobile home and modular housing stock should grow.

Assuming the basic premises of a reasonable monetary policy and measurable progress in Vietnam, I believe we should look beyond the present market and to a solid upturn in the stock market as 1970 proceeds. Stock prices have gone a long way towards discounting present problems and buying opportunities are at hand.

*Note - This information herewith has been taken from one or more sources which Hornblower & Weeks considers reliable. It has been prepared carefully, but we do not make any representation as to its accuracy or completeness.*

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in life insurance coverage for you plus up to \$3,000.00 for your wife and \$1,500.00 for each child. This plan is the ideal way to supplement your present life insurance estate or, it can serve as a foundation upon which you can build a comprehensive life insurance program.

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## **What You Should Know About Freeze-Dried Foods**

Freeze-drying is one of the gentlest techniques known for drying food stuffs. In freeze-drying a food is first frozen and then placed in vacuum chambers where radiant heat is supplied to complete the sublimation process. This process is continued until only 2-3 percent of the moisture is left in the product. This evaporation process varies from 5 to 20 hours. This is a slow process because the dried outer surfaces act as a barrier to the vapor-diffusing process.

Therefore, all foods should be approximately the same size and shape to assure a uniform product. For good preservation, the package must be absolutely airtight and vaporproof, must be tough and resilient, and must keep the freeze-dried pieces from being reduced by rattling around or being crushed. One of the main advantages of freeze-dried food is that they do not have to be kept in the refrigerator but can be stored on the pantry shelf; therefore, the growth of the process is closely watched by refrigerator manufacturers.

In 1963 the cost of freeze-dried shrimp was from 1½ to 2 times the cost of regular frozen shrimp prepared

*(Continued on Page 55)*

## **Crosse & Blackwell Soups Now On NBC-TV**

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**DAGMR INSTALLS OFFICERS**—The officers of the Detroit Association of Grocery Manufacturers' Representatives (DAGMR) were formally installed and charged with duties at the organization's Annual Inaugural Ball held recently at the Latin Quarter, Detroit. From left, new president Earl English, of Earl English Brokerage Company; Howard Phillips, first vice-president, of Kar-Nut Products Company; Donald Dorst, second vice-president, of Independent Biscuit Company; Lou Brown, secretary-treasurer, of Better Made Potato Chip Co.; and Carl Leonhard, sergeant-at-arms, of The Detroit News. (The AFD extends its public congratulations to the new officers, all of them AFD members also.)

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***Continued  
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**to the Associated Food Dealers**

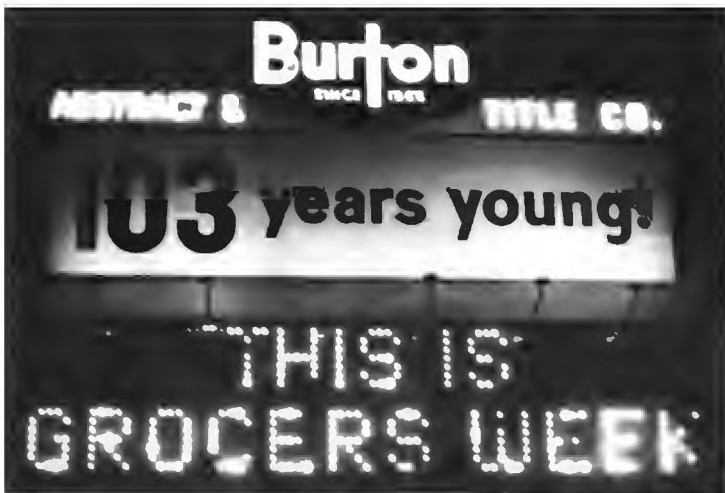
**ON YOUR 54th BIRTHDAY!**



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THE FLASHING ELECTRIC signs of the General Tire Company and Burton Abstract Company help highlight Grocers Week last year.

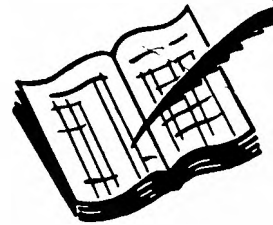
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With Keene Pittsburgh-Erie Service, you always have sharp equipment—as much as you need, when you need it. As part of this service, our representative will repair or replace, for parts cost only, whatever fast wearing parts your equipment requires, and will provide a written report of the condition of all choppers and power saws at each visit. Rounding out his services is a complete line of meat seasonings and other supplies selected especially to protect your meat-cutting efficiency.

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## Food Prices Will Go Up

Retail Food prices will continue to rise between now and mid-1970, even though there are some indications that the economy is cooling.

The Agriculture Department forecasts that the rate of rising food prices, however, will be noticeably slow.

Supermarkets will be pressured by rising costs passed on by food processors to push some prices upward. However, supermarkets will also be pressured by housewives, minding their pennies, to raise prices gradually. Because supermarkets will be compelled to absorb many of these costs, food chain industry profits are expected to remain about one percent on a dollar of sales.

In general, food chain retailers do not do well in periods of rapid inflation.

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## Minimum Wage Scale Increases

Minimum hourly wages for 2.1 million workers, including 80,000 in Michigan, increased 15 cents an hour recently—from \$1.30 to \$1.45.

The government-ordered raise under the Federal minimum Hourly Wage act is the fourth step in a move to bring those affected to the \$1.60 minimum wage.

Workers covered by the increases are employees of smaller retail and service establishments, laundries, schools, hospitals and nursing homes.

Not covered are agricultural workers, who now receive a minimum of \$1.30 an hour, and are excluded under the 1967 law.

The same group receiving the boost will get another 15-cent hourly raise Feb. 1, 1971.

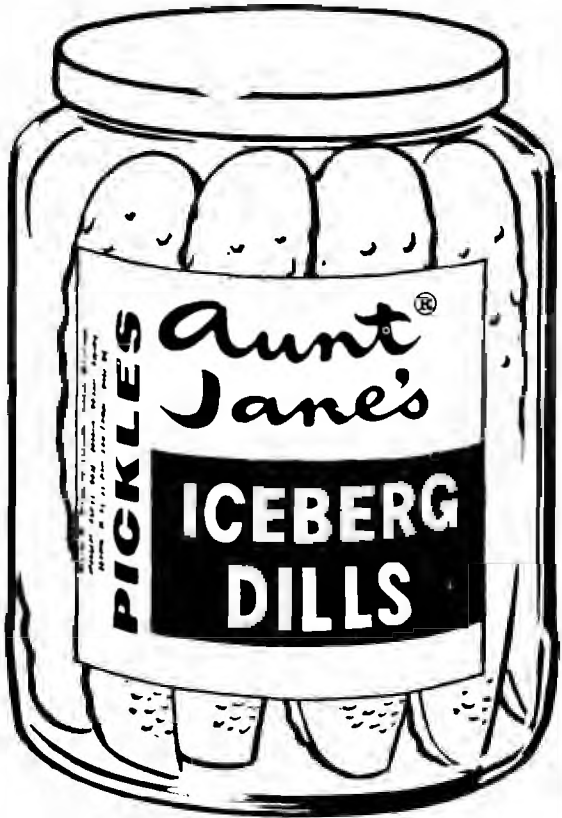
They were brought under coverage of the act on Feb. 1, 1967, at \$1 an hour, and have received 15-cent hourly boosts each Feb. 1 since then.

The \$1.60 rate already applies to an estimated 35.4 million workers, but a U.S. Labor Department spokesman estimated that 16.5 million other nonsupervisory workers are not covered.

The step-up means an additional \$486 million in wages for the 2.1 million employees in the coming year.

Robert D. Moran, federal wage-hour administrator, said the minimum wage increase "would not have an inflationary impact on the economy" because it increases the annual wage bill of all covered employees by only 0.2 percent.

Francis M. Quigley, Michigan director of the wage-hour division, said reminders of the new minimum rate have been sent to all employers.



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# On Loyalty

**"Remember this. If you work for a man, in Heaven's name, WORK for him. If he pays you wages which supply you bread and butter, work for him; speak well of him; stand by him and stand by the institution he represents. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must villify, condemn and eternally disparage—resign your position, and when you are outside, damn to your heart's content, but as long as you are part of the institution do not condemn it. If you do that, you are loosening the tendrils that are holding you to the institution and at the first high wind that comes along, you will be uprooted and blown away, and will probably never know the reason why."**

**—Elbert Hubbard**



*Published as a Service of the Associated Food Dealers*

## Housewives Still Have It Good!

For the last twenty years, food prices have risen at a much slower rate than personal income.

As a result, the percentage of every income dollar spent for food is decreasing.

In the immediate postwar period, housewives spent 26 percent of take-home pay for food. Now they spend 17 cents of every dollar on food.

The 17 percent of take-home pay spent for food in the United States compares to around 30 percent in the northern European countries, about 40 percent in the Mediterranean countries and in Japan, and about 50 percent in Russia.

For the American housewife, food is still a bargain. Tell her so.

### BETTER MADE POTATO CHIPS



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- CHEESE CORN
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Your membership card in Michigan Blue Cross and Michigan Blue Shield is a very special kind of "credit card." It credits you automatically against the unexpected costs of hospitalization and doctor's care should you or anyone in your family be sick or injured. But, *unlike* other credit cards—there is no bill for you to pay for covered services when rendered by participating hospitals and doctors. What does it entitle you to? Here are just a few of the specific benefits:

■ Michigan Blue Cross now covers your hospital bill with no dollar limit . . . pays for a full year of hospital care. A one-year hospital stay could cost you \$15,000 . . . or even more. No matter. Blue Cross pays for all

of the high-priced drugs and laboratory services you need to get well while you're in the hospital.

- Blue Shield now with Michigan Variable Fee coverage, MVF, has many new and expanded benefits including unlimited days of in-hospital medical care plus coverage of surgical care.
- Blue Shield covers expensive X-rays in connection with illness or injury with no limit on the number. And, it pays for X-rays and laboratory services on the same basis even when you're not in the hospital.
- Blue Cross and Blue Shield pay for all covered services when your wife has a baby—after 270 days\*

enrollment. They pay for hospital outpatient care and up to \$15 per physician for emergency first aid in a doctor's office.

When statistics say that one in every three families will need hospital or doctor care during the coming year, you can't afford to take chances with your health. Don't gamble. You can get the most Blue Cross and Blue Shield coverage at the lowest cost through your group.

Members of AFD not already in the Blue Cross and Blue Shield program should call the AFD office at 542-9550 for full details on participation.

*Be prepared for the future . . . join now!*

**MICHIGAN  BLUE CROSS AND  BLUE SHIELD**

# **The Food Industry In The Seventies**

*(Continued from Page 34)*

decades. This means greater farm mechanization, improved varieties and breeds, higher yields, better and safer protection from pests, improved quality, and greater agricultural productivity.

The rush to the cities which began in the middle 30's is likely to stop if only for the reason that more and more people are becoming less patient with city crowding and are likely to prefer to live in smaller places. The rapidity and frequency of means of travel enables those in rural places to also enjoy the benefits and pleasures of metropolitan areas and at relatively low cost. Many people will see this as an opportunity to have the best of both rural and urban living.

As to foods, it is hardly likely there will be any reversal in the trend toward more convenience foods. At the retail level, sales of convenience foods are expected to out-pace the growth of food sales generally. In addition to a growing proportion of young people, that part of our population over age 65 will increase 17% during the next ten years to a new high of 23 million persons. In meeting the food needs of our elder citizens, food processors will be paying more and more attention to the nutritional demands and dietary requirement of older people while providing foods that are easier for everyone to prepare and serve. However, there will be a rising requirement for higher quality in convenience foods. This will mean better and faster processing and greater attention to food protection in the distribution of convenience foods.

Those of us who are concerned with the production of foods from the farm to the retail store are going to find it necessary to take a more comprehensive and deeper interest in research. The possibilities of genetic development of major crops having superior protein values are likely to surge forward as one of the major developments of the 1970's. There will also be tremendous advances in the handling and processing of foods so that the peak values of food at the harvest point are brought to the consumer with a minimum of loss.

We are going to know a lot more than we know now about nutrition. It is a strange fact but true that there is relatively little known about many of the important elements of nutrition. The whole subject of taste, appearance, color and texture, which are so important to the acceptability of foods, has not really been studied to determine their relative importance and yet we know that these elements are critical. The interrelationship of the body's digestive, nerve, vascular, muscle and bone systems in relation to nutrition is a relatively unstudied subject,

but will not remain this way in the years just ahead. This means that the food industry must be prepared to participate and to undertake research work of far greater sophistication than heretofore.

It is obvious that the food business manager will need to have a greater understanding of his business and the facts behind his business if he is to relate research findings and market changes to his balance sheet.

***Eckrich and  
The AFD —  
Working Together  
For Progress.***



## Small Businessman Faces Problems In Quest To Serve Community

At no time in history has small business faced more problems than it does today, according to a recent article in the Detroit Free Press. Yet, there's always another man standing in line to give it a whirl.

Federal, state and local taxes, regulations and rules are hurting small businessmen. Soaring interest rates are hurting small businessmen. Crime is taking its toll. And bigger companies are pruning the small business ranks through acquisition.

Just recently the Associated Food Dealers reported that six small grocers have been shot to death by bandits in less than a month. Since then, two more were brutally murdered in holdups.

"We're losing the idea of America when we lose small business," lamented one Detroit correspondent. "Yet since the riot and tight money, small hobbyshops, beauty salons and clothing stores are getting hurt pretty badly. Detroit's bad transportation isn't helping either."

Added the president of a small, publicly held company: "If an offer came along with the right deal for my people and for me, yeah, I guess I would take it. There's very few little guys left. Either you have to become big yourself or you become part of a bigger operation these days."

**Best Wishes**

**to the**

**Associated Food Dealers**



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**It's like opening the door  
to a bakery.**



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**3600 Toledo Ave. • Detroit, Mich. • Phone 825-6470**

## What You Should Know About Freeze-Dried Foods

(Continued from Page 44)

in a comparable manner; by 1969 this price differential was approximately the same.

Freeze-dried products make a desirable choice for outdoorsmen who must carry their food on foot. And some of the dishes might be worth the consideration of other outdoorsmen for the variety they might contribute to the menu. But for most outdoor uses, especially where weight is no problem, other processed foods, particularly canned foods would be wiser and considerably less expensive choice.

The following are examples of some of the foods currently prepared by this process:

**Freeze-Dried Chives**—this delicate, mild, onion-like flavored herb has been available for several years.

**Three Freeze - Dried Casseroles** — Ham and green beans au gratin, beef almonidine and chunk chicken with rice and carrots. One merely adds four ounces of boiling water, stir and wait for five minutes to reconstitute the product.

**Freeze-Dried Shallots** — is a new product packaged in fancy glasses. Shallots are a favorite of gourmet cooks combining the flavor characteristics of onions, garlic, and green onions.

**Freeze-Dried Cottage Cheese**—with cultured sour cream dressing—currently is in principal use with military and quantity food users, such as institutions, and not on the retail shelf. It can be kept on the shelf for over a year.

**Freeze - Dried Coffee** — has been available for more than a year now. It constitutes about 8 percent of the total soluble market.

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ON YOUR  
**54th ANNIVERSARY**



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the Officers and Directors  
— of —  
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**Wholesale  
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**Detroit 7, Michigan**



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*Very Best Wishes  
to our Friends and Customers  
who have helped to make  
Nabisco  
a household word.*

**NATIONAL BISCUIT COMPANY**

*Bakers of America's favorite Cookies, Snacks and Crackers*

# **L & H Wood Mfg. Co.**

**31200 W. Eight Mile Rd.  
FARMINGTON, MICHIGAN  
Phone 474-9000**

- 
- **G.M.A. Grocery Pallets—**  
(Northern & Southern Hardwoods)
  - **Repair Boards for all Pallets**
  - **Produce Shipping Crates**
  - **Steel & Polypropylene Strapping**

**TAX TOPICS*****Tips On How To Itemize Income Tax Deductions***

By **MOE R. MILLER**  
Tax Attorney and Accountant

If you have decided to itemize your deductions rather than use the tax table, the following information could be helpful.

**MEDICAL AND DENTAL EXPENSES**

Cost of drugs and medicine must be reduced by one percent of your adjusted gross income.

Medical and dental expenses can be reduced only to the extent that they not exceed three percent of your adjusted gross income.

You are allowed one-half of any premiums you pay for medical insurance up to a maximum deduction of \$150.00 without regard to the three percent wastage rule.

Medical cost you've incurred for someone who does not qualify as your dependent can be deducted, and the only reason you can't claim him as a dependent is that he earned more than \$600.00.



MILLER

Portable air conditioning units to alleviate allergy or breathing difficulty are deductible.

Special mattress and bed-board for arthritis can be deductible.

Transportation (including cab fares) necessary to get medical care, deductible.

If you use your own car to get medical care, you can claim actual expenses or five cents per mile.

**DEDUCTIBLE TAXES:**

Real and Personal Property Taxes.

State and Local Income Taxes.

State and Local Sales Taxes.

State and local taxes on the sale of gasoline and other motor fuels.

The district director has released official guidelines for reasonable state sales tax deductions.

State transfer taxes (stocks, securities or real estate), if paid in a transaction entered into for profit, such as stock transfer taxes paid by a securities investor, they are deductible as an itemized deduction.

(Continued on Page 60)

**To Our Friends at the  
Associated Food Dealers  
Our  
HEARTFELT  
CONGRATULATIONS!**



**STEVE CONN & ASSOCIATES, INC.**

**14001 West Eleven Mile Road  
Oak Park, Michigan 48237**

**Phone 547-6900**

***Best Wishes and  
Continued Success  
To The AFD—***



**R.G.I.S. INVENTORY  
SPECIALISTS**

*Nation's No. 1 Inventory Service!*

**28157 Dequindre • Madison Heights**

**Phone 399-0450**

# Congratulations

to the

**ASSOCIATED  
FOOD DEALERS**

On Your

**54th ANNIVERSARY**

•

**Land O'Lakes Creameries, Inc.**

9140 ROSELAWN • DETROIT, 48204

Phone: TE 4-1400



## ***Happy Anniversary to the AFD***

To Reach A Good  
**FOOD BUYING MARKET**

**Call CR 8-1440**

**WCHB<sup>AM</sup> FM WCHD**

**Bell Broadcasting Company**



## WHAT YOU SHOULD KNOW ABOUT MRS. CONSUMER

Did you know the American consumer is a funny breed? Who else would eat 99 pounds of sugar and 2,500 inches of spaghetti on the average each year? That's right, according to the Michigan State University cooperative marketing specialists.

According to MSU, she also consumes her height in lipstick every five years and spends one year of her life on the telephone.

The average American female consumer is five feet, four inches tall and weighs 130 pounds. But she also consumes 3,000 calories a day and would like to reduce although she has difficulty losing weight.

She also eats 170 pounds of meat, 314 eggs, 112 pounds of cheese, 122 pounds of potatoes, 80 pounds of fresh fruit, 80 pounds of bread, 240 quarts of milk and 191 bottles of soda pop, not to mention all that spaghetti, every year!

If she has reached the age of 40, she has lost half of her teeth, and spends at least \$50 per month on beauty treatments, hair appointments and clothes.

Further, she has a two-pound, 11-

ounce brain that handles 10,000 thoughts a day, and speaks 4-5,000 words daily. The chances are 50-50 that she will have either two children or none.

She walks about eight miles a day on errands, and has trouble sleeping. Forty percent of her insomnia is

caused by worry, according to MSU agent George Stachwick, and he says 30 percent of her worry is over things you cannot do anything about, while the remaining 20 percent is unimportant.

Finally, she drinks nearly 22 pounds of coffee, tea or cocoa every year—that should be of real interest to food merchants and distributors anyway.



HOUSE OF NON-FOODS

### Congratulations to the ASSOCIATED FOOD DEALERS

from

**Wayneco Wholesale Company, Inc.**

and MICHIGAN HOUSEWARES

4520 Maybury Grand • Detroit, Mich. 48208

Phone 313/894-6300

### Congratulations to the Members of The Associated Food Dealers!

*We appreciate your business and hope you will continue to sell  
our Popular Prince brand spaghetti, macaroni, egg noodles and sauces.*

**PRINCE MACARONI of MICHIGAN, INC.**

26155 GROESBECK HWY.



WARREN, MICH. 48089

Phone Bill Viviano at 372-9100 or 775-0900

# TAX TOPICS

(Continued from Page 57)

Taxes incurred in a business or profession should be deducted in separate Schedule C.

## CHARITABLE CONTRIBUTIONS

Gifts to private charitable foundations are subject to the twenty percent yearly ceiling.

Contributions paid to most other charitable organizations are deductible up to the higher thirty percent ceiling. An example of the thirty percent limit applies to: churches, educational institutions, tax exempt hospitals, medical research, college or university, etc.

If you make a contribution in property, the amount you can deduct is the fair market value of the property at the time of the gift. Any appreciation in value of the property is not taxable income.

If you use your car in rendering free service to a charitable organization, you are allowed a deduction for actual expenses or five cents a mile.

If the amount of your contributions exceeds the thirty percent limitation, you are entitled to carry over the excess to the following five years.

## INTEREST DEDUCTIONS

A prepayment of interest covering more than twelve months is not deductible in the year paid, only that por-

tion of interest covering a particular taxable year is deductible.

If you purchased personal property and the interest isn't stated separately, you can deduct interest equal to six percent of the average unpaid balance, but not more than the actual carrying charges.

In order to get a mortgage it is often necessary to pay points in addition to the interest. If an individual secured a Twenty Thousand Dollars (\$20,000) mortgage and paid six points (Twelve Hundred Dollars \$1,200), the Treasury Department has ruled that the Twelve Hundred Dollars (\$1,200) was immediately deductible.

## MISCELLANEOUS DEDUCTIONS

In this category you can include the following with certain limitations: child care deduction; casualty and theft losses; ("Each casualty loss is subject to One Hundred (\$100.00) Dollars reduction or floor"); educational expenses are deductible which are undertaken to maintain or improve skills; expenses incurred in connection with your employment such as union dues, supplies, uniforms or work clothes, and moving expenses are deductible.

If you are divorced or legally separated, you can deduct the alimony and separate maintenance payments.

Cost of preparing your personal income tax return is a deductible item, plus the cost of your safety deposit box.

# *Congratulations*

To Officers And Directors  
of the

**ASSOCIATED FOOD DEALERS**

for your Outstanding Service  
to the Independent Retail  
Grocers of Greater Detroit

**GEORGE KEIL ASSOCIATES**

**9185 GREENFIELD**

**273-4400**

**Detroit, Michigan 48228**

**Three Premium Quality,  
Nationally Advertised  
Soft Drinks**



Bottled and Distributed by

**Squirt - Detroit Bottling Co.**

**515 Wanda • Ferndale • JOrdan 6-6360**



## NOTE OF CAUTION

# Retailers: Be Careful With Your Checks!

A million-dollar bank robbery gets front page space in newspapers, but very little attention is paid to the yearly billion-dollar (yes, billion!) take of the check forger. We pay dearly because of checks carelessly drawn on our personal bank accounts, and through stolen payroll checks.

How do these check thieves operate? Let's take the example of a forger who lived nicely for several years by stealing from mailboxes. Moving across the country, this enterprising criminal stole mail and removed the checks he found in the envelopes. Then, with a few deft strokes from his pen, he changed \$3 to \$30 and one name to another. With patient precision, he cashed each check and pocketed a share of the victim's bank account.

We could cite many other devious methods, such as the maid who made off with several of her employer's blank checks. She copied her mistress's signature and "borrowed" some of her charge plates to serve as identification. It was several months before her exploits were realized by her former employer and the bank. You see, not only checks, but identification cards needed to cash bad checks, are often lifted by the forger.

Carelessness is the forger's partner in mass theft. One expert on forged checks points out that speedy and careless handwriting is a major reason for the forger's success, as well as the ignorance of many persons of how to properly fill out a check. The person who fills out a check improperly leaves himself wide open to alterations which could cost him many dollars. The surest way to combat the menace is to follow the logical safe procedures that have come from a study of the thousands of cases of forgery on record.

Be careful with your checks, both blank and cancelled ones. The latter bear your signature. If you ruin a check while writing it, tear it up small and dispose of it. Mark the stub "void". Be sure to compare all cancelled checks against your stubs each month. Get the habit of checking your bank statement as soon as you receive it.

(Continued on Page 62)

# FIRST . . .



With A Total  
Merchandising



Program  
For Your  
Store or Market

**WESLEY'S QUAKER MAID INC.**

9700 Oakland Avenue  
Detroit, Michigan 48211  
Tel. 883-6550

**FARM MAID DAIRY PRODUCTS**

18940 Weaver  
Detroit, Michigan 48228  
VE. 7-6000



- ★ Prints where you wish on full 8½" x 11" forms, or on tickets; also on strips. Prints *full figures*, even when unit weights are used.
- ★ Positive weight identification with selective numbering, weight symbols, or consecutive numbering; also may print time and date.
- ★ Gives new wings to weights! Transmits weight data to remotely located adding or other office machines; "memory" available for printing weight data even after load on platform is removed.

For complete information, ask for Bulletin 2017

**TOLEDO SCALE COMPANY**

DIVISION OF RELIANCE ELECTRIC COMPANY  
TOLEDO, OHIO 43612



## Be Careful With Your Checks

(Continued from Page 61)

When making out a check, follow these rules of safe check-writing:

1. Use a pen, typewriter or check-writing machine.
2. Begin at the left of every line.
3. Fill in blank spaces by drawing straight lines through them.
4. Avoid flourishes in your handwriting.
5. Destroy all spoiled checks and mark the stub "void."
6. Don't use initials or abbreviations. Write out every word. For example, "Jones and Co." can easily be changed to "Jones and Cooper."
7. Never sign a blank check.
8. Keep all unused checks and all cancelled checks in a safe place.

—From *THE OFFICE*

***From All of Us  
To All of You  
For A Job Well Done —  
Many Thanks***

**James K. Tamakian Co.**

18470 W. Ten Mile Rd.  
Southfield, Mich. 48075  
Phone 352-3500

## SBA Publishes Booklet

A new leaflet explaining the Truth-in-Lending Act has been issued by the Small Business Administration. The leaflet, **Understanding Truth-in-Lending**, is SBA's Small Marketers Aid No. 139, and is available free from all SBA offices. It sets forth the procedures for providing pertinent information on credit transactions as required by the new law.

**"MADE FRESH DAILY  
IN MICHIGAN"**



**SAUSAGE - HAMS - BACON**

**QUALITY VARIETY SERVICE**

**Mr. PITTS PACKING CO. Detroit**

Call **WA 3-7355** Sales

SALES

**HOBART.**

SERVICE

QUALITY ALL THE WAY

**THE HOBART MANUFACTURING CO.**

**BRANCH OFFICES**

**OAK PARK — 12750 Northland Ave.**

**Sales — 542-5938**

**Service — 542-5798**

**PONTIAC — 367 E. Pike — FE 5-5151**

# for better balanced profits!



Looking for that balanced line of  
baked goods to stimulate sales with a  
higher profit... then look to the team  
of Taystee and Cook Book.

## Taystee



## Cook Book

# 1970 Classical Tour of Europe

## featuring the *Oberammergau Passion Play*

England - Holland - Germany - Switzerland

Leichtenstein - Austria - Italy - France

only \$789<sup>00</sup>

Departs weekly between May and September

The 3-week Air India Tour leaves from New York

Every ten years the Village of Oberammergau recreates the life and sufferings of Jesus. Known as The Passion Play, the performance takes a whole day. The play begins with Jesus entering Jerusalem, and ends with the Resurrection. The world famous play is a moving portrayal of Jesus' suffering with 1,400 persons taking part. You don't want to miss this!

**AIR-INDIA** 

The airline that treats you like a maharajah.

For further information phone your local Air-India office  
or your local Travel Agent.

**AFD Travel Service  
Presents Las Vegas  
and Bahama departures  
For Members, Families**

**LAS VEGAS HOLIDAY**  
**\$199<sup>95</sup>**

*Per Person price, includes double occupancy. Does not include \$5 gratuities fees.*

The above Price includes round-trip private jet transportation, round-trip transportation from airport to hotel; pre-registration of rooms; five days and four nights at the Thunderbird Hotel or the Fabulous Flamingo; A dinner show at the Tropicana or Thunderbird Hotel; three complete breakfasts; daily hot and cold hors d'oeuvres; all taxes for items listed.

**BAHAMAS HOLIDAY**  
**\$189<sup>95</sup>**

*Per Person price, includes double occupancy. Does not include \$5 gratuities fees.*

Round-trip air transportation to Freeport; round-trip transportation from airport to hotel; pre-registration of rooms; five days and four nights housing at the Holiday Inn or Indies House; a night club show with cocktails; and many more items. Include taxes for above items. Available May 1-Dec. 20.

**gulliver's travels, inc.**

**1575 east lafayette**

**detroit, michigan 48207**

**for information, phone 963-3261**



# Support These AFD Supplier Members

## ACCOUNTING, INSURANCE

Brink, Earl B. (Insurance)	358-4000
Gohs, Inventory Service	VE 8-4767
Heemer, Klein, Grainer & Lamb	754-3030
J & S Inventory Service	924-7070
Moe Miller Accounting	547-6620
Retail Grocery Inventory Service	399-0450

## BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	TY 6-5700
Bonnie Bakers	893-3260
Farm Crest Bakeries	TR 5-6145
Grennan Cook Book Cakes	TA 5-1900
Grocers Baking Co. (Oven-Fresh)	537-2747
Hekman Supreme Bakers	KE 5-4660
Holiday Delight Cheese Cake	894-6011
Independent Biscuit Co.	584-1110
Koeplinger's Bakery, Inc.	JO 4-5737
Lebanon Baking Co.	825-9702
Johnny Mac's Cookie Co.	885-6200
Magnuson Foods (Bays Muffins)	FA 1-0100
Oven King Cookies	PR 5-4225
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Silvercup Bakery	LO 7-1000
Taystee Bread	TY 6-3400
Tip Top Bread	TA 5-6470
Warrendale Baking Co.	271-0330
Wonder Bread	WO 3-2330

## BEVERAGES

Associated Breweries	925-0300
Canada Dry Corp.	868-5007
Cask Wines	849-0220
Coca-Cola Bottling Co.	898-1900
J. Lewis Cooper Co.	823-3900
Faygo Beverages	WA 5-1600
Home Juice Company	925-9070
Leone & Son	925-0500
Mavis Beverages	DI 1-6500
National Brewing Co. (Altes)	921-0440
Pepsi-Cola Bottling Co.	366-5040
Seven-Up Bottling Co.	537-7100
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
Allstate Sales-Marketing, Inc.	341-9461
Steve Conn & Associates	547-6900
Continental Food Brokerage	533-2055
Christensen Sales Agency	838-4474
Harris Crane & Company	538-5151
DeCrick & Maurer	822-5385
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Earl English Associates	546-5100
Food Marketers, Inc.	342-5533
Graubner & Associates	444-8400
John Huettnerman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corp.	341-5905
George Keil Associates	273-4400
Edward L. Kuester & Co.	928-7117
Maloney Brokerage Co.	TU 5-3653
Harry E. Mayers Associates	352-8228
McMahon & MacDonald Co.	BR 2-2150
Marks & Goergens, Inc.	DI 1-8080
Northland Food Brokers	342-4330
Peppler & Vibbert	838-6768
Peterson & Vaughan, Inc.	VE 8-8300
P. F. Pfeister Company	491-2000
Arnold J. Rodin Assoc. (Commodities)	843-1788
Sosin Sales Co.	WO 3-8585
Stark & Company	358-3800
Stiles Brokerage Company	965-7124
Sullivan Sales	KE 1-4484
James K. Tamakian Co.	352-3500
United Brokerage	BR 2-5401
Mort Weisman Associates	835-5232

## DAIRY PRODUCTS

The Borden Co.	564-5300
Detroit City Dairy, Inc.	TO 8-5511
Fairmont Foods Co.	TR 4-0300
Gunn Dairies, Inc.	TU 5-7500
Hays Ice Cream	271-5670
Land O'Lakes Creameries	TE 4-1400
Melody Dairy Dist. Co.	354-3800
Najor's Dairy Co.	353-8164
Risdon Bros., Inc.	825-1480
Sealtest Dairy	TI 6-5730
Stroh's Ice Cream	961-5840
Trombly Sales	925-9505
United Dairies, Inc.	UN 1-2800
White Star Dairy	868-8655
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

## 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
Water Wonderland Egg Corp.	789-8700

## FRESH PRODUCE

Badalament (bananas)	963-0746
Jos. Buccellati Produce	LA 6-9703
Cusumano Bros. Produce Co.	921-3430
Gelardi Produce	WA 5-0969
H. C. Nagel & Sons	832-2060
North Star Produce	463-3484

## GARDEN SUPPLIES

Fredonia Seed Company	427-8153
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## 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 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
Frederick Packing Company	832-6080
Glendale Foods, Inc.	962-5973
Gordon Sausage Co.	826-6145
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
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
Peet Packing Co. (Yosilanti)	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
Popp's Packing Company	365-8020
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
Cal-Chemical & Mfg. Co.	567-6330
Hartz Mountain Pet Pds.	894-6300 or 923-4550
Ludington News Company	925-7600
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
Krun-Chee Potato Chips	DI 1-1010
Superior Potato Chips	834-0800
Vita-Boy Potato Chips	TY 7-5550

## PROMOTION

Action Advertising & Distg. Co.	964-4600
Associated Distributing Co.	626-4842
Bowius Display Co. (signs)	CR 8 6288
Holden Red Stamps	255-3350
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 Saw Service Co.	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	352-2256
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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 3994
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-5938
Lepire Paper & Twine Co.	WA 1-2834
Liberty Paper & Bag Co.	921-3400
Master Butcher Supply Co.	WO 1-5656
Midwest Refrigeration Co.	JO 6-6341
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 Whlse. Food Service	WO 1-6561
Raskin Food Company	865-1566
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
United Wholesale Grocery	834-6140
Vlasic Food, Co.	868-9800
Wayne County Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600



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