



# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

JUNE, 1970



## Delightful DAGMR Doings

A jolly good time was had by all who attended the recent golf outing of the Detroit Association of Grocery Manufacturers' Representatives recently at Glen Oaks. Pictured above, from left, are Robert Arnold, of Harry Gelke Associates; DAGMR President Earl English, of his own firm; and Don Dorst, a DAGMR vice-president, of Independent Biscuit Company.

(More photos on Page 3)

*What's so surprising about Michelob?*



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## Forged, Fraudulent ADC Check Problem Must Be Curbed AFD Tells State

In a follow up letter to Michigan Gov. William Milliken, the Associated Food Dealers, the state's largest food distribution association with over 2,000 members, said the problem of forged and fraudulent welfare aid checks must be curbed.

The AFD told Gov. Milliken that the problem of passing and cashing of the forged or fraudulent State checks, now totaling over \$125,000 annually in Michigan, can be curbed by utilizing better identification with welfare recipients.

The main problem, said AFD executive director Edward Deeb, was primarily the second checks issued to recipients who allegedly claimed their original checks were lost or stolen. "The state issues the second check within 48 hours, not allowing enough time for the original check to clear the banks," he said. "We feel this is highly unfair to merchants, who cash 70 percent of all checks, and who have no way of knowing whether the first check was even issued or not. The merchant, trying to perform a service by cashing the check, ends up losing money."

In the letter to Gov. Milliken, the association said "the best policy to guard against forged or fraudulent check cashing of ADC or welfare aid checks is 'proper identification', which means issuance of an identification card quite similar to the one the State issues to all public employees, or even one similar to that of the current driver's license."

The association urged that a meeting be set up with the governor and proper state officials to help curb this serious problem as soon as possible.

### Summertime Is Picnic Time

Once again the popular and highly successful promotion "Summertime Is Picnic Time" appears in *The Food Dealer* on Page 11 of this issue. Summertime is an excellent opportunity for retailers to display these and various picnic supplies and related items. Properly merchandised and promoted, these picnic and outdoor barbeque displays will mean more sales and profits.



AMONG THOSE enjoying the festivities at the recent DAGMR Golf Outing included the above foursome. From left, Jack Gold of Grosse Pointe Quality Foods; Ross Dimmell of Wilson-Sinclair Corporation; and Bob Switzer and John McCasey of The Detroit News.



IT'S ALL SMILES as sales representatives from Archway Cookies take time to pose for The Food Dealer camera. From left, Ray Stalla, Joe Bogdan, Chan Wiltse, Leonard Kochanski.



TAKING TIME OUT for some socializing after the golf clubs were put away, are Marv Patten of Quaker Oats Company, left, and Russ Fox of Kellogg's, and newly appointed vice-president of the firm's central division.

# The Sounding Board

To the AFD:

I had a chance to review the plans for the consortium to train meatcutters, cashiers and warehousemen, as reported in *The Food Dealer* for May.

This is a very ambitious program, and I am delighted to know that Detroit has been selected as the test area by the National Alliance of Businessmen. I know that your organization will meet the challenge and that all of us will be better off for it.

**Lynn A. Townsend**  
Chairman of the Board  
Chrysler Corporation

I would like to thank you and your member companies who participated with the Detroit Institute of Technology Senior Class Picnic for Inner City Children. Your cooperation and assistance was greatly appreciated.

**Jerry Ajlouny**  
Detroit Institute of Technology

The Associated Food Dealers' price surveys of special departments were on the ball and are invaluable. Keep them coming for all the various departments.

**Lafayette Allen Jr.**  
Our Supermarkets, Inc.  
(And an AFD director)

As most of the association members know, the State of Michigan accumulated some \$34 million in surplus monies as a result of the \$1 license insurance fee charged to motorists by the state. I think these funds could be better used for our Senior Citizens, widows and people on welfare.

There have been public comments by the mass media to drop the charge. If anything, I feel the state should up it another dollar and apply it to a worthy and needed social cause as mentioned above. Perhaps the Associated Food Dealers should pave the way for such action, since the problems of the needy and aged have often been neglected.

**Joseph Huebner**  
Market Manager and AFD Member  
East Detroit

I was very delighted to read the article "Hate Mongers?" in the March issue of *The Food Dealer*. I have personally tangled with Father Cunningham on a couple of occasions with the Mayors' Committee for Consumer Affairs, of which I am a member.

Father Cunningham will take one little remote instance and build a focus point around it, and this is entirely wrong. I am sorry I did not know the AFD was meeting with him or I would have been in the audience to spur you on. It is a shame that someone with his following does not tell all the truth, but rather incites people.

**Williard H. Hagenmeyer**  
323 E. Atwater St.  
Detroit

## THE FOOD DEALER

Volume 44 — Number 4

Copyright, 1970

Official Publication of

**THE ASSOCIATED FOOD DEALERS**

434 West Eight Mile Rd. Detroit, Michigan 48220

Phone: 542-9550

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## WMU Food Distribution Students Enjoy 'Challenge'

More than anything else, it is the "challenge of the food business" that has lured students to Western Michigan University for its famous food distribution course, the Associated Food Dealers has learned.

Recently, AFD executive director Ed Deeb, who is also editor of *The Food Dealer*, interviewed five WMU students who explained why they were a part of the food business. They were:

Richard Lorenzetti, of Melrose Park, Ill., sponsored by Dominick's Super Markets; Fred Ried, Deerfield, Ill. of Jewel Tea Company; John Warden, Allen Park, Mich., of Chatham Super Markets; Charles Perconti, Chicago, of Dominick's and Richard Haase, Davenport, Iowa, of Jewel. They were attending the recent Spartan Stores convention in Grand Rapids. With them were their advisor, William Haynes of WMU, and their "little sister" of Sigma Phi Omega, Miss Kay Wildner.

One of the main problems involved in training the distributive education students, they agreed, was not at the office or headquarter level, but rather at the store level, getting the managers to accept the students and their training.

A major reason most of them got interested in the food industry as a career opportunity, was that someone in the field had inspired them into it. A basic quality for keeping things interesting was to enjoy working with people, they said. Most of the food companies worked closely with the students, and encouraged them, they continued.

The students felt also that industry should take the initiative to be willing

to do more training, which in itself would attract more persons to the food field. They expressed satisfaction with the WMU food curriculum, but felt not enough companies were aware of the program.

The students, all members of food fraternity, announced an industry appreciation day will be held next March. Previous seminars and dialogue with industry have been most gratifying, he said.

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ED DEEB

## **OFF THE DEEB END**

# An Open Memo

Dear Mrs. Consumer:

With the big movement toward consumer protection today, we are confident that you have heard the numerous gripes of fellow consumers, concerning various industries and products and services, including those of the food industry.

Some of your favorite frustrations include: leaky milk cartons, dented cans, packages which don't reseal, spoiled products, improper cooking instructions and so on. We appreciate knowing the things that disturb you and promise to continually try and correct them.

You should be aware however, that there are things which disturb us too. We would like to mention some to you with the hope of bringing greater understanding of the problems and situations that affect us.

Recently, the Associated Food Dealers conducted a question and answer session with 38 representatives of retail stores. Some of the problems affecting merchants include: inefficient help or no help at all, crabby customers, lack of shelf space, lack of display space, coupon handling nuisance, too many government forms to fill out, too many different taxes and licenses, lack of insurance coverage, too many opening hours, out-of-stock conditions, bad check losses, problems of robbery, holdups and pilferage crimes, insufficient number of wholesale outlets or distributors, union aggravation, equipment or refrigeration which has broken down and so on. These are only some of the problems, the retailers told the AFD.

In reading some of the problems affecting the food trade generally and food merchants specifically, we hope you and all the consumers can see that some of the problems that disturb you, also disturb us.

We do not ask that you should buy inferior products, for whatever the reason. We only ask that you try and understand that in this highly complex and fast-paced society of today, we of the grocery industry are doing a very efficient job of providing you with the best possible products and services at the lowest possible costs.

If you have a legitimate complaint, tell the Store Manager where you shop, or call the Association at (313) 542-9550. Just give us two percent of your confidence and we'll try and gain the other 98!

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## Five New Supplier Members Join AFD

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

**C & J BARBEQUE SALES**, distributor of Barbecue King machines, 9541 Rutland, Detroit, Mich. 48227; phone 838-3701.

**CIARAMITARO BROS.**, distributor of a complete line of fresh fruits and vegetables, 2506 Market, Detroit, Mich. 48207; phone 963-9064.

**RELIABLE-ACCURATE MAILING CO.**, distributor and mailers of various newspapers, magazines and advertising circulars, 2001 Alexandrine, Detroit, Mich. 48208; phone 831-4480.

**ROSENTHAL CLEANS-QUICK CORP.**, distributor of various all-purpose cleaners, rug shampoo and spray cleaners, 30995 Industrial Rd., Livonia, Mich. 48150; phone 261-2100.

**SAHAKIAN & SALM**, manufacturers' representative, and broker, for various food and non-food products, 1448 Wabash, Detroit, Mich. 48216; phone 962-3533.

These new members and all AFD suppliers and service members deserve your support and patronage. Refer to the AFD Supplier's Directory on Page 19 often. In fact, clip it out of *The Food Dealer* magazine and post near your phone.

## State Resolution Seeks To Ban Disposable Containers

LANSING — A resolution directing the Michigan Liquor Control Commission to ban the sale of beer in disposable or one-way containers has been introduced in the State Senate by Sen. Oscar Bouwsma (R-Muskegon)

## National Food Council To Emphasize Nutrition

WASHINGTON — Upon the recommendation of the Food Retailer's Panel of the White House Conference on Food, Nutrition and Health, the Food Council of America has been reactivated. The FCA will act as an umbrella organization of food trade association (including the Associated Food Dealers) designed to mobilize the food industry into a nationwide voluntary Nutritional Awareness Campaign during the months of September and October.

The panel also recommended that the regular promotion, advertising, and other communications facilities of food firms and the industry be marshalled to launch a campaign to encourage and create interest in better eating and health habits. Elected chairman of the Council is Clarence Adamy, head of the National Association of Food Chains. Anyone desiring further information, contact the AFD office, (313) 542-9550.

and Sen. Robert Richardson Jr. (R-Saginaw). In introducing the resolution, the Senators stated that "broken beer bottles and sharp edges of beer cans noticeably mar our shorelands, beaches and public areas and pose a health threat."

It should be noted also that House Bill 2096 has been introduced in the Legislature and would require retailers to charge a 6¢ refundable deposit on all glass containers. It was introduced at the height of Earth Day activities recently. The Associated Food Dealers is opposed to the measure in its present form, and is seeking to amend the measure, along with the Michigan Food Trades Council, to permit 50% of the deposit to be retained by merchants for handling costs. If the provision is not acceptable, then the association would oppose the bill.

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INDEPENDENT FOOD RETAILERS  
Michael Giancotti, President**



## Around the Town

**Sam Denha** and **Ramzi Georges**, owners of **State Fair Market** on Hilton Rd. in Ferndale, have purchased the former **A & P Food Store** on Eight Mile near John R, Detroit. New name of the store is **Food Hall Market**.

**Ray Pinna**, former manager of the Bi-Lo Stores for **The Kroger Company** here, has left the firm to join **Hamady Bros. Food Markets**, AFD members in Flint, as part of the top management team.

Welcome aboard to **Kurt Pingle**, the new Detroit area manager for **The Pillsbury Company**, who was named to the post recently.

Congratulations to **Russell Post** on his recent election as president and chief operating officer of **Vlasic Foods, Inc.**, and AFD member. He succeeded **Albert Dubin**, who continues as a Vlasic director and treasurer, according to **Robert Vlasic**, chairman, who made the announcement.

AFD director **Lou Vescio**, executive veep for **Vescio Super Markets**, Saginaw, announced recently that his firm has acquired the four Kwikie Food Markets located in Morenci, Jonesville, Quincy and Hudson in Southern Michigan.

### Pepsi Names Plant Manager, Announces Management Changes

Norbert A. Stoegbauer has been named general manager of Pepsi-Cola Metropolitan Bottling Company's new \$2½ million canning plant being constructed in Howell, Mich. The 73,000 square-foot facility is scheduled to be operational by July 1. It will be the largest soft drink canning plant in the state.

Stoegbauer, a veteran soft drink industry executive with 32 years experience in marketing and administration, most recently was branch manager of Pepsi-Cola's Pontiac operation. He will supervise all canning operations at the new plant which has capacity to produce 250 million cans of Pepsi-Cola, Diet Pepsi, Mountain Dew and Patio flavor products annually.

At the same time, the following management changes within the Michigan division of Pepsi-Cola, an AFD member, have been made:

**James J. McCaffrey** has been appointed vice-president and general manager of the Dearborn Heights plant, succeeding **James Maloney** who has taken a similar post at the firm's Philadelphia franchise.

**Louis J. Fusco** will succeed McCaffrey as vice-president and general manager of the Detroit bottling facility. Fusco was formerly head of the Grand Rapids franchise for the company.

**John W. Workman** has been appointed vice-president and general manager of the Grand Rapids franchise. He formerly was Detroit sales manager. Appointment of Workman's successor has not yet been announced.

**Ray Shoulders**, a staunch opponent of crime on the streets, operator of **Ray Shoulders Market**, and an AFD member, has announced he will run for State Senator from Detroit's 8th district of the Livernois-Feskell area.

**Kowalski Sausage Company**, an AFD member, recently celebrated its 50th anniversary at a colorful reception held at the Raleigh House. The business was started by the late **Zygmund Kowalski** in 1920. The AFD extends its congratulations to the Kowalski company and family, and best wishes for continued success.

**Squirt-Detroit Bottling Company** announced recently the acquisition of **Kar-Nut Products Company**, both firms being AFD members.

**Frank Holman** has retired from **United Brokerage Company**, an AFD member, we learned recently and has moved to Florida. He was board chairman. **Al Tivy** is now united general manager; **Lou Piscopo** is the general sales manager; **Sy Kyte** is executive vice-president.

**Marks & Goergens, Inc.**, an AFD member, was recently honored by **Mrs. Smith's Pie Company**, as the firm's top broker during 1969 in the midwest division. Accepting a plaque for the firm were **Jules Englander**, **Jack Shea** and **Joe Caruso**.

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ALLIED MEMBER

## THE PRESIDENT'S CORNER

# Operating Costs Will Dictate Retail Trends

By HARVEY L. WEISBERG

It has been estimated by reliable food studies done by Super Market Institute, National Association of Food Chains and even our Associated Food Dealers, that food prices will have increased at least five to six percent before 1970 is over. The greatest pressure for continuing increases in retail prices will come almost entirely from rising costs, such as labor, transportation, material, taxes, etc.

The most noticeable increase in prices affected red meats, poultry and fish, but there were some items in which prices have decreased, such as in the case of produce generally, and apples, oranges, grapefruit and cucumbers, in particular.

At the same time prices have been rising, consumer spending has been sluggish of late, with retail sales down about one percent compared to a year ago. Food chain sales were up around seven percent, but when adjusted for price increases, were about the same as last year. Further, the availability of some \$2 billion of additional money, as a result of the reduction in Federal Income Taxes will be available next month, and should offset other possible declines in money circulating in the economy.

Rapidly rising marketing costs have been a major food factor in food price increases for several years. However, the inability of food chains in a highly competitive market to pass along costs as fast as they occur, has greatly contributed to a four-year industry decline in earnings per dollar of sales. During this time, profit rates decreased from 1.4 cents per dollar of sales in 1964 to 1.02 cents in 1968—a 28% reduction, according to Cornell University.

Labor, of course, is a major factor in food costs and wage rates continue to rise. Recently, the Retail Clerks Union settled a new contract which calls for a 41% increase in wages over the years from April 1970 and other

increases in labor contracts are anticipated as a result of negotiations taking place with the meatcutters and Teamsters unions. Rail rate increases recently have also been approved. So far in 1970, wage settlements in food retailing have approached the 15% mark in cash, plus fringe benefits.

Since labor accounts for about 50 percent of the cost of marketing food and processing and marketing costs account for about 60 percent of the sales dollar, higher wages in the neighborhood of 10 percent, if reflected at retail, would be equivalent to a 3% price increase.

It is precisely for these reasons among others, that food merchants in the Tri-County area of Wayne, Oakland and Macomb have recently experimented with shorter store opening hours, as the AFD had publicly announced. The main reason for the move was an attempt to reduce operating expenditures, while attempting to maintain or reduce food costs to consumers.

Other industries which enjoy higher average profits, usually can consider price increases over the long run. Not so, however, in the food industry. But due to the high competitive factor and low profit factor, perhaps it is time that food retailers began looking at cost increases over the long run, because of the vulnerability of each individual operator.

One thing is certain: either merchants must find additional methods for reducing operating costs, thereby maintaining current price stability while fighting inflation, or the higher costs must be fully passed on to consumers.

If we seek to "professionalize" ourselves and our industry, to attract more capable people, the time has come to look for reducing costs. There is no reason why food retailers cannot eventually enjoy the same amount of sales in less hours.

It's good for the industry. It's good for the consumer. Hopefully this can come to pass on a voluntary basis without the need for legislation or contracts.



WEISBERG



# Summertime Is Picnic Time!



## ORANGE JUICE

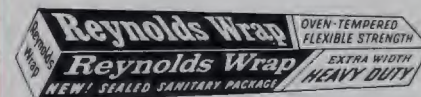
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## THE BELL RINGER

# The Nude Actor Caught Clothestrophobia

By ALEX BELL

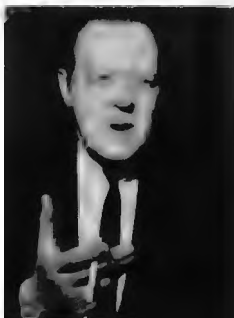
Jim Bishop bow your head. Doc Greene cut your heart out. Old Acey's back in town!

\* \* \*

**Looks like unit** (or dual) pricing and protecting the consumer is going to screw up the food business real good. We in the food business should form a Grocers League for protection against the consumer. Why is it that the food business is always the whipping boy?

\* \* \*

**Our child bride** (or first wife, whichever one you like) accompanied us to New York recently. So what happens? She decided to go shopping one day about 11 a.m. Being a pretty smart cookie (?), we just stayed in the lobby engaging in our favorite pastime of girl watching. So our child bride gets back to the hotel about 4 p.m. We asked her what purchases she made, and she replied:



BELL

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"Nothing, I just went shopping." You can't figure them out!

\* \* \*

We culled this from a recent issue of the Wall Street Journal, and thought it was apropos:

"Labor unions did not create the inflation, which now helps to build pressure from members for bigger settlements. Union officials are also trapped in their own past rhetoric, for they have long preached that business profiteers at labor's expense. If unions aren't either persuaded or pushed into a little moderation, though, there's going to be a lot of unnecessary unemployment. Labor, like business, can price its products out of the market."

\* \* \*

Well, well we now have a big "simmis" going in the food business. Some boys have knocked off six hours per week. As we write this we wonder who is going to be the first prostitute to break these hours? We do have a mental bet with ourself, as to who it will be. So if we tell you we won the bet we will lay it on the line. We have been in this business for 51 years, of which 38 have been in Detroit, and we have heard all the excuses for long store hours, such as every body is working three shifts, people do not have ice boxes to keep food fresh, etc.

So let's quit kidding boys. What's the old American custom? Chase the buck. We do know for a fact that one major chain in this market did knock 200 hours off the work schedule as soon as the recent "RCA" contract was signed. How's that for getting the pound of flesh? So come on boys, get with it. We reiterate, you can train the American consumer. The banks close at 3 p.m.; think that one over. Just think if store hours were 8 a.m. to 6 p.m., six days a week you would be able to get first class help and you would not have to take on some of the stumble bums you have to put up with today. But after all, six hours are still a good start for shorter store hours. Keep it up boys, and don't worry if some of your customers "kveth" a little. They will get used to the hours in about three weeks, and no more "kvetching."

\* \* \*

Heard about the fellow who worked all of his life and accumulated some dollars so that his kids could go around without shoes.

\* \* \*

Dammit, we always thought that "polorization" meant improving conditions in the Artic regions.

\* \* \*

With so much nudity in films and on the stage, we think a lot of performers must be suffering from clothes-trophobia. (No Eddie, that is also a play on words.)

\* \* \*

Heard about the loser who was about to walk the last



mile and after his last "anything goes" meal he asked the warden for a doggie bag.

\* \* \*

**Watch for information** on our package deal for the NAIFR convention at the Fountainebleau in Miami. The dates are Aug. 23-27, and convention chairman Dave Deerson promises the time of your life.

\* \* \*

**As we write this**, House Bill 3181 is still bottled up in committee in Lansing. (In case you've forgotten, HB 3181 is the bill to create a 22% markup on beer.) So dear reader, if you want this bill, get busy on your legislator and give him a hot foot. In so doing, remind him that he will be up for election some of these days. After thought: Why not goose Gov. Milliken a little bit too.

\* \* \*

**Our good executive** director recently sent us a joke about a steak. Here goes: The diner in a restaurant asked the waitress to take the steak back to the kitchen and have the chef cut it for him. Said he: "If the chef can cut it, I can chew it."

\* \* \*

**A deep dark secret:** We were offered a part in the movie

"The Love Machine." Yes they wanted us to play the part of the vibrator. Hmmm.

\* \* \*

**We understand** from our man Bangkok that the old devil merger of the AFD and MFDA is raising its head again. If some people would quit trying to divide and conquer, maybe we could get somewhere. Why should brokers and other so called do-gooders try to get into the act?

If we could inject our two cents into this controversy, we would suggest that Messrs. Weisberg, Deeb and Mansour, Taylor should get together and talk it over and either fish or cut bait. And in the event that no progress can be made, let's get out the brass knuckles and may the best association win.

\* \* \*

**To sum it all up**, the most devastating consequence is that the rich diversity of experiences and viewpoints that could be our greatest resource has become instead the source of dissension and the setting for conflict.

\* \* \*

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

## ***Notice to all Food Merchants: Fresh Fish Safe to Eat and Sell***

Michigan's food merchants need not be concerned over the recent fish scare in the Great Lakes area. Consumers can continue to enjoy freshwater and saltwater fish and shellfish with every assurance that the fish being sold in stores has passed scrupulous inspection by government officials in Canada and the U.S.

Smart merchants are stocking a wide variety of fish products for extra sales and profits. We remember too well the damage which was done to cran-berries and cyclamate due to harmful and damaging publicity. Both U.S. and Canadian government officials have given the consumers the go-ahead to eat fresh fish. Be sure you have enough on hand!

**Write or Phone**

*Fisheries Council of the Great Lakes*



33 VERNIER ROAD

GROSSE POINTE SHORES, MICHIGAN 48236

•

AREA 313 884-3980



MAHALIA JACKSON Enterprises played host to Detroit-area food distributors recently by announcing its new line of Soul Foods at a recent dinner held at Stouffer's Northland Inn. Among those in attendance included, from left, Peter Weisberg, founder and chairman of Chatham Super Market; Michael Giancotti, head of Auburn-Orchard Markets and chairman of the Associated Food Dealers; Bud Crane, of Harris Crane Company, dinner host and broker for Mahalia Jackson food products; Francis Kornegay, head of the Detroit Urban League; and Carl Leonhard, of the Detroit News. (All firms are AFD members.)

## Marine City Superette Opens, With Long Family Tradition

The youngest grocery store in Marine City, Poole's Superette, is an offspring of one of the oldest such stores in the state, if not THE oldest. It opened not too long ago on South Water St., in the building formerly occupied by Beattie's IGA.

The store is owned by Jasper J. Poole, whose father, R. L. Poole, is the grandson of Charles L. Poole, who opened the first Poole family store in nearby Algonac in 1836.

Jasper Poole decided to open the family's second grocery store when James Beattie moved to take over the IGA Foodliner at South Main St. and Broadway, he says, because he likes its location with parking in the back.

Helping to operate the superette are Lillie Yearwood and Gary Trese, Jasper's nephew. The Poole family also operates a furniture store in Algonac.

### Invitation to Manufacturers, Brokers

All manufacturers and brokers are cordially invited to submit new products and merchandising ideas for publication in *The Food Dealer*. And remember, low cost, hard-hitting advertising in *The Food Dealer* reaches your important Michigan independent grocers, food chains, and beverage store operators. For advertising information and rates, phone (313) 542-9550.

## Merchandising

Robert N. Pugh has been named the new branch manager for the **Green Giant Company** in the Detroit area. He was formerly district sales manager for southern California and Arizona.

\* \* \*

**Coca-Cola Bottlers** of Metropolitan Detroit, AFD members, have introduced Coca-Cola in 32-ounce one-way bottles earlier this month. The package features a resealable cap. An introductory display allowance is available through July 31.

\* \* \*

**Del Monte Corporation** has inaugurated a new trade Quarterly Merchandising Program, which supersedes the firm's 1% incentive bonus program ended May 29. The new plan provides for payment of five cents per standard case on all qualifying merchandise billed during a given quarter, to buyers who advertise a specified assortment of Del Monte products.

\* \* \*

**Food Marketers Inc.**, and AFD member, has been appointed representative for Cool-Ray Polaroid Year-Around Sun Glasses for the greater Detroit and eastern Michigan area, according to account executive Robert Werner.

\* \* \*

**Faygo Beverages Inc.**, an AFD member, is now packaging its soft drinks in newly designed and engineered no-deposit 16- and 32-ounce bottles, the bottoms of which utilize the same concaved concept that enables champagne bottles to withstand high pressures, according to an announcement by Mort Feigenson, president.

\* \* \*

**P. F. Pfeister Company**, an AFD member, has added the following to its broker staff: **George Teisan**, retail sales merchandiser; **Ronald Harris**, retail sales merchandiser; **Ross E. Zok**, retail sales supervisor.

\* \* \*

**Vernor's Inc.**, an AFD member, has announced that a one-calorie ginger beverage, a new product, has been introduced in selected areas across the U.S. in the past year. Also, a survey conducted by the firm has shown that the new Vernor's 1-Calorie soft drink, utilizing saccharin instead of cyclamates, is presently selling around 52% over last year's figures.

\* \* \*

**United Brokerage Company**, an AFD member, has been selected Broker of the Year for the mid-eastern region by Lawry's Foods, Inc. Making the award presentation was Tom Fuelling, Lawrey veep, while Louis Piscopo of United accepted the honor for the firm.

# Maybe it's time you invested in a little real estate.



Like America.  
In a sense, that's what you're  
doing when you buy U.S.  
Savings Bonds. Investing in  
the traditions that made  
America great.  
And providing the economic  
strength it takes to keep the

system going—to build  
highways, to improve schools,  
to eliminate slums—the  
things that need doing to keep  
America great.  
Does the investment pay off?  
You bet it does.  
You and millions of other  
Americans reap the  
benefits of

your Bond investment . . .  
and you personally reap a .  
monetary benefit when your  
Bonds reach maturity.  
All because you've made  
America a better  
place to live. Isn't  
it worth it?



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DETROIT, MICH. 48217

AFD Member

## Minimum Wage To \$1.45 Beginning This July

The House-approved increase in Michigan's minimum wage laws passed the State Senate by a 25-11 vote recently, after amendments covering migrant and agricultural workers failed to be made a part of the measure. House Bill 3397, as it was known, will increase the State's minimum wage to \$1.45 per hour this July 1 and \$1.60 per hour beginning July 1, 1971.

Gov. William Milliken, in a statement issued following the Senate action, said "Senate action in approving the increase in Michigan's minimum wage is a major step in assuring a cost of living increase, the first since 1967, to thousands of residents who most need the additional income."

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

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

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

### MEMBERSHIP APPLICATION

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Owner's Name \_\_\_\_\_

*Do you wish Blue Cross Coverage?*

Yes ☐

No ☐

### *An Invitation to Join A.F.D.*

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

**ASSOCIATED FOOD DEALERS**

**434 W. Eight Mile Rd.**

**Detroit, Mich. 48220**

**Phone: 542-9550**





**Join The National  
Caravan to the  
Fabulous  
Fontainebleau!**

## **85th Annual Convention of the NATIONAL ASSOCIATION OF INDEPENDENT FOOD RETAILERS**

**Five Fun-Packed Days**



**Four Fabulous Nights!**

**August 23-27**

**Fontainebleau Hotel**

**Miami Beach**



**Aug. 23—Sunday, Cocktail Reception and Dinner.**

**Aug. 24—Brunch, T-Bone Club Dinner.**

**Aug. 25—Brunch, Dinner, Luau Night.**

**Aug. 26—Brunch, Dinner Show.**

**Aug. 27—Breakfast, NAIFR Board Meeting.**

**IN ADDITION: Business Sessions, Speakers, activities for Ladies, Sunshine Club programs, and many other surprises.**

Entire convention package costs \$276 per person, \$507 for man and wife, and in addition to the above includes round-trip jet air transportation via Eastern Air Lines. Luxurious rooms (double occupancy) with magnificent view, all taxes and gratuities and registration fee included in the package. (Special rates for children on request.) Special rates for those desiring to stay over.

**Fill in the attached Reservation Blank  
and mail NOW! or Call . . . Alex Bell  
at TU 2-2530, or the A.F.D. Office at  
542-9550.**

ALEX BELL  
Nat'l. Assn. of Independent Food Retailers  
434 W. Eight Mile Road  
Detroit, Michigan 48220

Please reserve complete NAIFR Convention PACKAGE RESERVATION as outlined herein.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ Zip Code \_\_\_\_\_

**NOTE:** Reservations must be in by July 25, 1970.

- \$25 deposit required with each reservation.
- Make reservations early to secure best accommodations.

## TAX TOPICS

# Charitable Contributions and the Tax Reform Act

By MOE R. MILLER

Accountant and Tax Attorney

Sweeping changes have been made in charitable contribution deduction rules. Individuals, corporations and all other classes of taxpayers are hit. Changes affect gift tax and estate tax as well as income tax deductions.

Hardest hit are contributions of appreciated property, sales to charity at a bargain and most contributions of less than the donor's entire interest in the property; such as, future interests and rent free use.

Some of the new law changes in charitable deduction rules are discussed as follows:

1—The 1969 Tax Reform Act has limited the opportunity for tax saving by making charitable gifts in the form of appreciated property rather than in cash. The tax break only remains available for contributors of appreciated property whose sale would result in long-term capital gain to the donor. Example: A taxpayer buys stock for \$4,000 sells it to charity four months later for \$4,000 when the stock is up in value to \$6,000. The charitable deduction would be \$4,000.

2—A donor who gives to charity a right to use his property can't take a charitable deduction for the rental or other value of this right.

3—The unlimited charitable deduction allowed individuals who meet certain detailed tests is gradually eliminated under the act.

4—Before the 1969 Act an individual could deduct up to 30 percent of his adjusted gross income for gifts to most charities with a carry over of any excess; up to 20 percent of adjusted gross income for gifts to private foundations and organizations. The 1969 Act raises the 30 percent ceiling to 50 percent of adjusted gross income.

### These Charitable Gift Transactions Are Not Changed:

The new law makes no change in deduction rules for charitable contributions to public charities in the following situations:

- 1—Cash contributions.
- 2—Securities or real estate contributions, even if they have appreciated in value. (As explained above.)
- 3—Used clothing, furniture and other personal items which have not appreciated in value.



MILLER

4—Expenditures in connection with charitable fund raising activities.

5—Out-of-pocket expenditures in performing services for charity.

6—Cancellation of debt from charity.

The 1969 Tax Reform Act narrows the deduction opportunities for charitable gifts or remainder interest in trusts or remainder interest on legal life estates or estate for years.

The Act eliminated abuses under the rules, allowing an individual to take a charitable deduction for property transferred in trust to pay the income to a family member or other private person and the remainder to charity.

## HAVE ANY TAX QUESTIONS?

If you have any questions concerning taxes or related problems, drop a note to Mr. Miller care of The Food Dealer, 434 W. Eight Mile Rd., Detroit, Michigan 48220.



# BIG PROFIT CHAMP

Big in every way

CASH IN!  
Call 826-5030

## Peters SAUSAGE COMPANY



# 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	354-3230
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
Carling Brewing Company	834-7170
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 Huettelman & 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
Charles Mascari & Associates	585-6145
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
Sahakian & Salm	962-3533
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	354-1350

## 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 6-5700
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 & Son Dairy	TY 5-6000

## DELICATESSEN

Home Style Foods Co. (Deli.)	874-3250
Quaker Food Products, Inc.	TW 1-9100
Specialty Foods (Deli.)	893-5594

## 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. Buccellato Produce	LA 6-9703
Ciaramitaro Bros.	963-9064
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 Foods	352-7330
Boyle Midway Company	543-3404
Diamond Crystal Salt Company	399-7373
Kraft Foods	946-5300
Lorillard Corporation	532-4768
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
Rosenthal Cleans-Quick Corp.	261-2100
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. (Ypsilanti)	274-3132
Peschke Sausage Co.	TR 5-6710
Peter Eckrich & Sons, Inc.	KE 1-4466
Peters Sausage Co.	TA 6-5030
Pitts Packing Co.	WA 3-7355
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
Wehby Meats, Inc.	832-3350
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
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 Adv. Distg. & Mailing Co.	964-4600
Associated Distributing Co.	626-4842
Bowlus Display Co. (signs)	CR 8-6288
Holden Red Stamps	255-3350
Reliable-Accurate Mailing Co.	831-4480
Stanley's Adv. & Distributing 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
Comp-U-Check, Inc.	255-2800
Gulliver's Travel Agency	963-3261
Pittsburgh-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
C & J Barbeque Sales (Oven King)	838-3701
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
Pappas Cutlery & Grinding	965-3872
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
Kaplan's Whise. Food Service	WO 1-6561
Raskin Food Company	865-1566
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
United Wholesale Grocery	834-6140
Vlasic Food Co.	868-9800
Wayneco Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

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

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

Return Requested



# WHO'S YOUR CHOICE FOR SALESMEN OF THE YEAR?

You now have the opportunity to choose or nominate your 1970 candidate for representatives of the year. This is not a popularity contest. We want you to select those representatives who you think best deserve the titles . . . Broker, Wholesaler, Manufacturers' and Driver-Salesman representatives of the year. The four chosen will be honored at the Associated Food Dealers "Annual Awards Banquet," to be held in September.

Broker Rep. of Year \_\_\_\_\_

Company \_\_\_\_\_

Wholesaler Rep. of Year \_\_\_\_\_

Company \_\_\_\_\_

Manufacturers Rep. of the Year \_\_\_\_\_

Company \_\_\_\_\_

Driver-Salesman of the Year \_\_\_\_\_

Company \_\_\_\_\_

Signed \_\_\_\_\_ Phone \_\_\_\_\_

Store or Firm \_\_\_\_\_ City \_\_\_\_\_

Fill in your nominations form and send to the AFD office at 434 W. Eight Mile, Detroit, Mich. 48220.