

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

MARCH, 1970



The Big Night That Was

Associated Food Dealers officers and directors strike proud, beaming smiles at the AFD's 54th Annual Food Trade Dinner held last month. From left, Treasurer Ed Acho, Vice-President Al Verbrugge, President Harvey Weisberg, Vice-President R. Jerry Przybylski and Trustee Sid Brent. (Story on Page 12)

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



TOP POLICE OFFICIALS listen to some of the frustrating comments of food merchants who attended the AFD-sponsored Crime Conference. From left, Lt. Art Sand, Lt. Aubrey Greene, Insp. Delor Ricard, and Asst. Wayne County Prosecutor William Hathaway.



DISTRICT INSPECTOR James Bannon of the DPD, left, and AFD executive director Ed Deeb, listen to one of the many questions posed on the growing crime problem in Detroit.

Angry Merchants Appeal For More Crime Prevention

More than 150 concerned, angry and frightened food merchants and other industry representatives turned out recently to hear recommendations of the Detroit Police Dept. as to how crime can be better controlled and reduced. The conference, which was hastily called following a recent rash of murders involving grocers and other merchants was sponsored by the Associated Food Dealers, and held at the National Cash Register Company auditorium.

The conference featured top officials of the DPD Robbery, Breaking and Entering Bureau, including District Insp. James Bannon, Insp. Delor Ricard, Lt. Aubrey Greene and Lt. Art Sand.

Insp. Bannon said that in order to help reduce crime, merchants must testify and prosecute known criminals. "If the retailer does not prosecute, he is hurting himself," Bannon said.

Insp. Ricard and Lt. Greene gave recent statistics involving the amounts and types of robberies and homicides taking place. They also revealed the need for more judges, increased case load docket in Recorder's Court, as well as leniency of sentences and gave figures.

According to Detroit Police statistics, 846 of the total 3,524 robberies involving businessmen alone in 1969 occurred in food stores. Of the 10,129 business burglaries in Detroit last year, 1,052 involved food stores.

Of the 8,863 larcenies or thefts involving businesses last year, 1,034 involved food stores — big and small alike. (This was reported in the February issue of the Food Dealer magazine.)

According to 1969 figures of the Recorder's Court, 7,455 criminals were arraigned, for an increase of 1,596 over the previous year, or 21.3%. Further, it was noted that 63% of all individuals arraigned had previous felony records and/or convictions. Of those arraigned, 33% were out on parole, probation or on bond for other cases.

In addition, it was revealed recently that 27% of those arraigned are involved in some kind of narcotics, but charged for other crimes. Also, more than 50% of all felons waiting time in County Jail have more than one warrant for different crimes.

During the question-and-answer session, merchants criticized the press for giving out home addresses when reporting crimes, and rapped the stall for time before trial of many cases, and growing crimes generally. Someone even suggested closing stores as a boycott against crime.

Ed Deeb, AFD executive director, assured those in attendance that the association was concerned indeed about the growing crime problem, and indicated the AFD board has a program outlined for action as soon as it is approved.

The Sounding Board

To the AFD:

In my opinion, the recent 54th Annual Food Trade Dinner of the Associated Food Dealers was the nicest trade affair I have ever attended. From the many people that I talked to, they all felt the same way. I feel we all owe a vote of thanks to Ed Deeb along with the other AFD officers who worked so hard to put together such a successful event.

Daniel L. Knopper
Danny's Super Markets
Detroit

Just a note of appreciation to the Associated Food Dealers, in particular, to Harvey Weisberg, Mike Giancotti and Ed Deeb, for taking time from their busy schedules to appear before the members of our association, Feb. 19. I feel the meeting was most constructive and accomplished a great deal. On behalf of the Detroit Food Brokers Association, we look forward to closer ties with the AFD.

James R. Scoggin
President
Detroit Food Brokers Assn.

I wish to take this opportunity to thank the AFD Grocers Week committee for selecting my theme, "Dedicated to Serve the Consumer and the Community in the Seventies," as the official theme for the 5th Annual Grocers Week in Michigan campaign. Also, I would like to thank the Association for the beautiful color TV for which my family, including myself, are enjoying every minute.

Lou Brown
Cross & Peters Company

We certainly wish to thank the Associated Food Dealers for participating in our Career program here at Clark School. Our students enjoyed Ed Deeb's presentation, and equally important, gained new ideas about the food industry. They have had class discussions about your careers and some are writing main ideas as part of their career portfolio. This type of interaction with our community is of real value. Thanks again from our staff and our students!

Mrs. Dorothy Fisher
Principal, Clark School
Detroit

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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

AFD Officials Call For Stronger Broker Ties

Officials of the Associated Food Dealers appealed to the members of the Detroit Food Brokers Association for increased programs of mutual cooperation and unity, and called for endorsement of the Consumer Information Conferences the AFD had been requesting, and got it. Appearing in behalf of the AFD as guests at the monthly DFBA meeting were president Harvey Weisberg, chairman Michael Giacotti, and executive director Ed Deeb. (Mr. Giacotti is also current president of the National Association of Independent Food Retailers.)

Weisberg, whose talk centered around the programs of the association over the past year, reiterated some of the remarks he made at the recent AFD Food Trade Dinner, including the need to immediately institute con-

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OFFICIALS of both the Detroit Food Brokers Assn., and the Associated Food Dealers pose for a photo at a recent dinner meeting. AFD officials were asked to outline various programs calling for inter-industry cooperation. From left, DFBA secretary-treasurer James Hutton, DFBA vice-

president Robert Reeves, AFD president Harvey Weisberg; AFD executive director Ed Deeb, DFBA president James Scoggin, and AFD chairman Michael Giacotti, who also serves as current president of the National Association of Independent Food Retailers.

HOLIDAY SUPER MARKET — ROYAL OAK



HOLIDAY SUPER MARKET, Royal Oak, chose Tyler Equipment for better merchandising and display. Owner Tom Violante says, "There is more product in reach of our customers for greater sales and profits. We found Tyler to provide the type of equipment which makes for greater efficiency in retail merchandising. We particularly like the service Midwest Refrigeration provides. They are always there when we need them."

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ED DEEB

OFF THE DEEB END

Hate Mongers?

There was a time in this country when clergymen practiced the art of inspiring others to good works. There was a time when the cloth was respected and clergymen fought for justice of all kinds, in all ways, insisting on both sides of a story being told.

Focus: Hope, under the co-direction of the rebel priest, Fr. William Cunningham, who thrives on anything anti-establishment and who is magnificent when rationalizing only one biased view against grocers and supermarket operators, will once again conduct a massive food price survey this year.

"Focus" is in the process of trying to recruit an "army of 10,000 women" to once again take to the food stores to expose how merchants are supposedly "gouging" the public and "profiteering" the people of the ghettos while stashing away millions of dollars. Need we remind you of the first survey, and the one-sided reaction it received from most of the news media?

At any rate, we have yet to see the first millionaire come from ghetto grocery stores. And if you listened to any of the emotional presentations being made by Fr. Cunningham in behalf of Focus you could lose whatever respect you may have for clergymen and the cloth, particularly those of the rebellious variety who would rather unduly arouse people through innuendo and half-truths rather than to tell it like it is. And they seem to ignore other businesses, while discriminatorily zeroing in on food merchants. Very interesting to say the least.

Increased crimes as murder, burglary, vandalism and theft are simply not accepted by Fr. Cunningham, despite record-setting statistics regularly reported by police and the news media. He pays scant attention to the fact that insurance, if obtainable at all, costs up to 400% higher premium rates. He seems to care less that realtors rarely seek out the small retailer to major new shopping centers which are being built, or that banks are just as reluctant to loan money to a so-called ghetto merchant who generally wishes to rebuild, enlarge or remodel his store.

Can we believe that justice is no longer? Can we really believe that a priest is only telling part of the truth? Do we need a truth squad to follow clergymen around to assure the other side being told? We certainly hope Focus: Hope and Fr. Cunningham are above all this. We hope they are not hate mongers in disguise.

Around the Town

AFD legal counsel **George Bashara Sr.**, is taking a needed vacation, following a brief stay in Henry Ford Hospital recuperating from an illness. He, his wife and daughter are spending a month in Lebanon.

* * *

Dave Grewe has been promoted to sales manager of **Michigan Wineries**, an AFD member, it has been announced by **Tokiel Nielson**. Grewe was formerly in the institutional sales department.

* * *

Mort Weisman Associates, an AFD member, has announced it has relocated its offices from Detroit to Southfield. The new address is 25820 Southfield Rd., Southfield, Mich. 48075. MWA's new phone is 354-1350.

* * *

A belated welcome to the food industry to **Mrs. Arleen Arnold** who is the consumer marketing information agent in Wayne County for **Michigan State University**. Arleen was formerly director of home economics for the Kelvinator division of American Motors. When the Kelvinator division was sold and moved to Grand Rapids, she took the MSU job.

* * *

Spartan Stores' Plymouth division, an AFD member, has launched its fresh meat program out of that warehouse. Director of the meat program is **John Hartman**. **Lloyd Finch**, who had once been connected with the Grand Rapids division is the head meat buyer at Plymouth.

* * *

Associated Brewing Company, an AFD member, has indicated that requests are running high for the new slogan stickers in connection with its new Big Mouth Beer introduction.

* * *

Speaking of breweries, **Stroh Brewery Company**, an AFD member, has introduced a special sales analysis program for its customers to help make ordering easier, according to sales manager **Pat Fox**.

* * *

Congratulations to **P. F. Pfeister Comany**, an AFD member, for having been selected broker of the year for **TreeSweet Products** for the eastern region for the third straight year in a row. Keep up the good work, fellas.

* * *

Mort Feigenson, president of **Faygo Beverages**, an AFD member has announced that a million cases of its soft drinks moved through the **Borman Stores** warehouse during 1969.

* * *

Acme Detroit Food Brokerage has been appointed broker for **Ben Hill Griffin, Inc.**, distributors of **Orange Nip** breakfast drink, for Detroit and Eastern Michigan.

(Continued on Page 16)

by
MORTON FEIGENSON
President



Although not nearly often enough, sometimes the customer who was the toughest to sell ends up as one of our best and biggest volume customers.

A Faygo case in point is **Allied Supermarkets Inc.**, whom we last month welcomed into the "Faygo Elite Sales Volume Club" and whose gigantic Detroit-area warehouse is the distribution center for one of the nation's largest networks of stores.

Latest readings show sales of Faygo flavors orbiting out of Allied's more than 300 supermarkets at a 257 per cent higher level than a year ago. That's right, 257 per cent! A suitably inscribed plaque commemorating this outstanding merchandising performance was accepted by **James Romano**, beverage buyer.



In retrospect, it hardly seems possible that Allied back in February, 1969, became the last major Detroit-headquartered Faygo customer to authorize movement of our soft drinks through its warehouse, along with cereals, soups and other food products, for delivery via its own trucks to the chain's individual stores.

We thought Allied might never bend from a skeptical posture about the profitability of warehouse handling brand name soft drinks. Additionally, there was apprehension that Faygo volumes and profits would chew up chunks of private label soft drink volumes and profits.

However, Allied's management finally decided to give Faygo a "warehouse travel" try. And, they have been happy ever since.

* * * * *

Faygo's product development people average one success for about every 10 failures. But their batting average is more than satisfactory when they hit on a unique soft drink concept like **FaygoBrau**, our non-alcoholic ginger beer.

Although introduced only five months ago, **FaygoBrau** is already our third best selling offering. Apparently, teen and sub-teen consumers are entering in droves into what we hope will be long lasting love affairs with **FaygoBrau's** taste and its head-foaming traits.

As for adults, they enjoy the product and the **FaygoBrau** TV commercials which spoof the ad campaigns of major breweries.

* * * * *

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Farm Crest Promotions

Dee St. Dennis was elevated from city and suburban sales manager of the Farm Crest Bakeries division of Ward Foods, to general sales manager, it has been announced.

At the same time, John McAllister has been named to succeed St. Dennis as city and suburban sales manager. Robert Gerain was named restaurant supervisor of the Redford branch for Farm Crest, where he had been assistant manager.

The company also announced the introduction of "Frosted Tigers," a new creme filled stick covered with a thin coating of chocolate, which comes in a multi-pak.

Sealtest Introduces Plastic Container

Sealtest Foods, an AFD member, has introduced a non-returnable, re-usable plastic gallon container with a handle for its homogenized milk. Lou Denhof, sales manager, indicated that the consumer advantages are many, including convenient handling, leak-proof, resealable metal cap which seals off odors from refrigerators. He said acceptance so far has been "extremely good."

Notice To All Merchants!

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THE PRESIDENT'S CORNER

Conferences Will Combat 'Negative Consumerism'

By HARVEY L. WEISBERG

I would like to reiterate some of the remarks I stressed at our recent installation dinner we held last month.

Consider the impact and meaning of the following headlines:

"Seven Grocers Killed in Robberies in the Past Six Weeks."

"Consumer Protest Rising Food Costs."

"Food Industry Manufacturers Charged with Deceptive Packaging."

These headlines, and more accurately, the stories behind them, reflect the effort by consumers, government officials, the news media and even our own food executives to take positions instead of focusing on solving the serious problems that are involved. Various segments of our society and even our industry seem to be more concerned with finding someone else to blame than with identifying the real causes of the problems and with cooperating to reduce or eliminate them.



WEISBERG

The result is more and more negative conflict: causing further dissension within the industry and the country at a time when it is critical for us to develop ways of building better cooperation, coordination and unity to deal with the many problems facing all of us.

Let's take the first example involving headlines on crimes affecting us. Murders and injuries of food merchants and drivers delivering grocers are causing more retailers to go out of business, more managers and drivers to look for jobs in other industries, and insurance companies to raise their premiums. And, depending on who is speaking and who the audience is, the blame for the higher crime rate is placed on the shoulders of the merchants themselves for failure to testify or prosecute; the police, for failure to take quick forceful action with offenders; the City Council or Legislature for failure to pass proper laws on firearms; the Prosecuting Attorney's office for reducing charges or failing to issue warrants; and Judges for handing out penalties or sentences that are too lenient.

One segment of the community is trying to shift responsibility to another, as if a specific group were causing the crime problem. Instead of this useless "buck-passing," what we need is the cooperation of all segments in identifying the real causes of our crime problem and in pooling our efforts to reduce it and cope with it more effectively.

My second headline example above concerned consumer protest of the rising cost of food. Consumers buy

more food than any other products, and are more sensitive to rising prices or inflation on their food budget than on any of their other purchases. The news media politicians and government officials are too quick to make us the scapegoats.

The articles in recent issues of the *Free Press* on "Where Did All the Money Go?" are good evidence of the point I'm making. Discussions and articles usually point up and complain about the higher costs without ever identifying, let alone explaining the many causes or factors to blame and the result is everyone assumes the food manufacturer or merchant is getting rich at their expense.

This has led to consumer boycotts and protests like those we had in recent years, and to government investigations and new government agencies which have resorted to fire-fighting tactics in the hope of reducing some of the emotions and pressure produced by inflation, which is pinching everyone's pocketbook.

Instead of sitting down to reason together and to work out some action steps which can be taken together by management, labor, government and the consumer, we each seem to be more preoccupied grinding our own

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AFD MEMBER

axes and blaming "the other guy" and inflation goes on with little accomplished to effectively reduce or stop it.

NEGATIVE CONSUMERISM

Another problem we've all witnessed during this past year is that of *negative consumerism*. By that term, I am referring to the protests and complaints being made by your customers which represent their taking sides rather than their trying to help solve our mutual problems.

I am also referring by the term to the rash of new government laws, regulations and controls related to packaging, pricing and advertising products sold in food stores — which are coming into existence in part as a response to the consumer protests and complaints. They help create the impression that something is being done about the problems, even if the action taken only treats the symptoms and creates new problems and national disillusion in its wake.

For example, the consumer beef boycotts late last summer were staged to bring down the price of meat. However, such action really only expresses the anger and unhappiness of housewives but does not do anything to eliminate any of the real causes for the high price of meat. It may also, as was true in the case of the beef boycott, cause the government to come up with new regulations such as that on the fat content in hot dogs, which does not solve the high meat price problem, and it probably even raises the cost and price on hot dogs.

NEW REGULATIONS

Another example of the adverse effect of negative consumerism can be seen in the proposed regulations of the Federal Trade Commission on supermarket advertised specials. The proposed regulation would make advertising of specials when the product is not in stock a deceptive and unfair business practice.

We can understand that all customers have the right not to be deceived, and they are justifiably irritated if a market runs out of an advertised special. However, traditionally our industry has avoided the thought or charge of deception by giving our customers a rain check entitling them to the merchandise at the advertised price later.

Again, the proposed regulation will not solve the problems of guaranteeing product availability, and in reality, probably cause merchants to discontinue the use of specials, rather than run the risk of violating any law.

CONSUMER INFORMATION CONFERENCES

So far, I have tried to briefly discuss a couple of problems which particularly affect us in the food industry. My purpose is to provide some background so you could better understand why we need to work together to take positive industry-wide and even community-wide action at this time. We are not interested in taking sides or finding someone else to blame. We are interested in suggesting ways in which all of us can cooperate to help reduce and solve some of our problems.

The Associated Food Dealers feels the answer lies in sponsorship of three of four Consumer Information Conferences, in cooperation with DAGMR, Detroit Food Brokers Association and the Food Council during the coming year. The purpose would be to provide an opportunity for dialogue between the food industry and various consumer groups and the news media to help create a better understanding of problems and programs in the food industry. Depending upon the area to be discussed, invitations could also be extended to representatives of government agencies, educational institutions, and other organizations whose members might be interested.

Some of the specific topics which could be on the agenda for such a conference are as follows:

- Explanations on some of the causes for rising food prices, whether the food is meat, dairy products, fruits or vegetables or other articles the customers buy in our stores.

- We could discuss some of the factors cutting into the profits of retailers, brokers, and manufacturers, such as increasing pilferage, check losses, shrinkage in meat, produce and baked goods, higher costs of convenience foods, as non-returnable bottles and packages with individual servings, etc.

- Review some of the innovations and changes being introduced in the food industry to help combat and retard inflation, and also to help improve the quality of merchandise and services being offered to help the consumer get more value for her food dollar.

- Complete background information and therefore a better understanding of such issues as the Grape Boycott.

- Help supply information on budget-buys to help customers stretch their food dollar and still get the nutritional food they need.

- Help make the public aware of the salaries, fringe benefits, and excellent career opportunities available in the food industry so they can help interest their youngsters in the many positions available to them.

Articles on the Consumer Revolution in *The Detroit News* recently helped point up the need for business to respond constructively to consumer needs and complaints.

Other areas we can cooperate in is research and innovation, sanitation, and purity of products, social and political problems, etc.

The new kind of cooperation we require is one that takes into account the integrated nature of our business, and its basic purpose — getting food produced and distributed to our customers at the lowest possible cost. Farming, manufacturing, wholesaling and retail are ALL essential parts of one food distribution system. They are inter-related and inter-dependent!

I highly recommend that we continue even more aggressively to get representatives of all associations and all segments to meet and discuss ways of eliminating inefficiencies which will provide savings that will benefit everyone.

AFD's Food Trade Dinner Highlights Grocers Week

The 54th Annual Food Trade Dinner of the Associated Food Dealers held recently at the Raleigh House, Southfield, was hailed by food industry leaders as "a smashing success." With some 1,100 persons in attendance, it was the largest crowd ever to attend a food association function in Michigan, and far surpassed last year's turnout.

In addition to the interesting talk given by AFD president Harvey L. Weisberg (see his column, Page 10), Wayne County Circuit Judge Thomas Roumell was on hand to formally install the AFD officers and directors, being assisted by Probate Judge George Bashara Jr.

Executive director Ed Deeb spoke briefly on crime involving businessmen, and what could be done to aid victims of crime. Following the program, those who attended were treated to the Speakeasy Capers Review, which was followed by dancing to the music of the Danny Baker Orchestra.

A highly successful event as this, which required so much planning, cannot go without proper acknowledgements. The AFD extends its sincerest thanks to the Pepsi-Cola Company for once again hoisting and sponsoring the cocktail hour; to Michigan Wineries for supplying the tasty wines at the tables; to Koepplinger's Bakeries, Pepsi-Cola, Darling & Company, Detroit Rendering Company, Wayne Soap Company and Abner A. Wolf, Inc. for helping to co-sponsor the banquet.

Thanks also to the following companies who sponsored the evening's entertainment: Borden Company, Faygo Beverages, Frito-Lay, Grosse Pointe Quality Foods, Darling & Company, Detroit Rendering Company, Wayne Soap Company, Krun-Chee Potato Chips, Pontiac Press, Schafer Bakeries, Sealtest Foods, Spartan Stores, United Dairies, Velvet Food Products, Vita-Bay Potato Chips, and Ira Wilson & Sons Dairy.

Also, our thanks to the Pontiac Press and Schafer Bakeries for providing the color TV sets, and Holden Red Stamps, Boyle-Midway and Medallion Brokerage for providing other prizes

given out; and to Robert Bowlus Sign Company for the lovely and attractive signs and posters for the event.

The Association members and directors are truly grateful to you and all companies and individuals who attended the big annual celebration. It was most appreciated.

It should also be mentioned that Lou Brown of Better Made Potato Chips was the winner of the color TV set for winning the association's Grocers Week Theme Contest. His theme: "Dedicated to Serve the Consumer and the Community in the Seventies." Some 178 entries were formally submitted to the AFD.

Other prize winners included Leo Krause of Kar Nut Products Company, Ferndale; Robert Freeman, Hollywood Super Markets, Troy; Skip Byrne, Food Town Super Markets, Pontiac; Najib Karmo, Big Star Market, Detroit; Robert Drakos, Marathon Linen, Detroit; and Ron Barnard, Food Town Super Markets, Clarkston.



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AFD FOOD TRADE DINNER
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A CAMERA-EYE'S VIEW



THE BELL RINGER

Did You Know Jay Welch Does Crosswords With Pen?

By ALEX BELL

Well, that wuz a helluva party . . . we mean the 54th Annual Food Trade Dinner and installation party at the Raleigh House last month. Now, Deeb, what do you do for an encore? We will give you a hint: cut out the floor show and stick with a good dance orchestra! After all, a terrific dinner and program should be followed by more music, dancing and socializing.

* * *

We understand that traffic was so heavy on Telegraph Road that Sammy Lieberman was personally out on the street directing cars into the Raleigh House lot, and Sammy is not accustomed to hard work!

* * *

And thank you, Faye, for all your help too!

* * *

We noticed that our old friend "Brownie" of Eastern Poultry Company had a full table again this year

* * *

at the party which is more than some of my good friends did. Hello, Harvey T.!

* * *

After a very learned and enlightening discussion with Wayne County Circuit Judge Tom Roumell, we discovered the fact that Goody Goodman of Toledo Scale could be sued for wearing hair under false pretenses. So watch out, Goody, we are preparing a suit as of now.

* * *

We understand that a well-known local college will be offering a new course next semester. It will be called Sex, Drugs and Treason.

* * *

Don't worry if you miss your wife's birthday. You will catch it later!

* * *

Now we will go the Walter Winchell route on this one: Which well-known Detroit broker was up at Boyne Mountain free-loading a few weeks ago? Velly interesting.

* * *

It is a real pleasure to see George Bashara Jr. growing so much in stature between and at every affair the association has. Keep it up, George, and your election will be a breeze.

* * *

Denny who????

* * *

We wonder if it is only a coincidence that man's best friend can't talk.



Mr. Bell

So the Chicago Seven are out on bail. See what happens to you if you happen to get a rap.

* * *

Lest we forget, it was a pleasure to see our old "gopher" Joe Tagliavia at the affair. Joe, a former AFD director of Dan-Dee Markets, used to go for our drinks and sandwiches at SMI. He must be getting old since he never offered to get one drink for this old man. Shame on you, Joe.

* * *

It is being told around town that our buddy, Jay Welch of Hollywood Super Markets, is so sure of himself, that he does crossword puzzles with a pen.

* * *

Our child bride just returned from Florida with a new hairdo, and it looks like her parole came through just as the warden pulled the switch.

* * *

Hey, Don T. . . What was that in your Food News issue of Feb. 16? The white flag of truce, or the red flag to the bull? Just a little advice: we have been in the association business a lot longer than you may think and we have seen these attempts many times and nothing has ever come of them. So now is the time? Two years ago proposals were made at a meeting of AFD and MFDA directors in Detroit, remember? Wha Hoppen??? So who needs NARGUS?

* * *

Why doesn't President Nixon stop the Vietnam "police action" and bring our boys back from Canada?

* * *

There were rumors around town that Al Weiss of United Dairies was losing his route, but we understand as of now everything is OK. You can't get a good milk man down!

* * *

Well, well, we understand that Ray Martyniak paid his doctor and his Blue Cross and took off for Aspen (that's in Colorado for you non-ski fans) for another shot at skiing. This guy has to be a nut! . . . especially after the last time.

* * *

Maybe Eddie Acho will be a good treasurer after all. He told us that any association surplus cash will be spent for booze and broads. (Edeebnote: don't you believe it Acey, at least not while I'm watching.)

* * *

Heard about the character who was in front of a judge for rape? Well, the judge asked him: "How do you

(Continued on Page 16)

*these two
outstanding
plans of health
insurance
protection . . .*

*are available to
you as a member
of the
Associated
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■ INCOME PROTECTION

Provides financial security when you're disabled.

PAYS YOU UP TO \$500.00 A MONTH

when you're sick or hurt and can't work. This is TAX-FREE CASH for you to spend entirely as you wish—for food, clothing, your home or for other living expenses. Monthly "paychecks" can even be used to help pay extra hospital and doctor bills that accompany a serious disability.

Your Income Protection Plan covers you in or out of the hospital, on or off the job. It provides coverage for mental disorders on the same basis as any other sickness, pays lump-sum benefits for the loss of eyesight, hearing or limbs, and provides \$1,000.00 for accidental loss of life.

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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.

Both of these fine insurance plans are available to you at low cost. Thanks to the mass purchasing power of the Associated Food Dealers of Greater Detroit, you can have this protection at a price below what you would pay for the same coverage purchased on an individual basis.

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Please RUSH to me FREE information on the Plans of Income Protection and Life Insurance available to me as a member of the Associated Food Dealers.

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Address _____

City _____ State _____ ZIP Code _____



"DISTRIBUTOR of the Month" award-winner for National Brewing Company, an AFD member, recently, was Vic Wertz Beer Distributors of Mt. Clemens. Former Detroit Tiger star Vic Wertz, above right, is shown receiving plaque and citation from Allan Lembitz, National vice-president of the midwestern division.

AROUND THE TOWN

(Continued from Page 7)

Moe R. Miller, popular columnist who appears regularly in **The Food Dealer**, and head of his own firm, **Moe R. Miller & Company**, has relocated his offices. His new address is 25820 Southfield Rd., Southfield, Mich. 48075. Phone of the AFD member-firm is 354-3230.

* * *

Fr. William Cunningham's appearance before St. Philomena Catholic Church was designed to lure a portion of the ladies to his **Focus Hope** project to recruit 10,000 women to once again survey food stores in the greater Detroit area. Instead, it ended as a debate between Fr. Cunningham and AFD's **Ed Deeb** who preceeded to give the "other side" of the story. Deeb attended at the invitation of AFD vice-president Allen Verbrugge, a member of the parish.

* * *

Public relations man **Frank Seymour** of his own agency, has announced that **Peter Eckrich and Sons**, an AFD member, has published an illustrated booklet about the black man's role in American history. Copies may be obtained by writing the Eckrich firm at P.O. Box 388, Fort Wayne, Ind. 46801.

* * *

Establishment of a specialty bread division has been announced by **Seasoning Mills, Inc.**, Detroit manufacturer of flavoring and spice formulas for meats, salad dressing, canned and specialty food industries, according to president **Harold Bernhard**, who named **James Antczak** head of the division.

Two New Supplier Members Join AFD

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

CHARLES MASCARI & ASSOCIATES, food brokerage and distributor of Bravo macaroni products, 833 Tanglewood, Madison Heights, Michigan 48071; phone 585-6145.

CARLING BREWING COMPANY, brewer and Mich. 48734; phone (517) 651-6161 in Frankenmuth; and 834-7170 in Detroit.

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

ALEX BELL

(Continued from Page 14)

plead?" The prisoner answered: "Insanity." The incredulous judge repeated: "Insanity?" The prisoner replied: "Yeah, I'm just crazy about that stuff." (Edeebnote: Like they've been saying, Al, you're a dirty old man.)

* * *

Peterson & Vaughn food brokers are really on the ball. We understand that their boys (and girls) alone sent in about 150 theme suggestions for our recent Grocers Week contest. Man, that's really showing enthusiasm!

* * *

We never claimed to be a writer, but we do indeed have "chutzpah."

* * *

Dear John, that's all she wrote. —ACB

AFD Calls For Stronger Ties

(Continued from Page 5)

sumer conferences or dialogues to help explain the economics of the food industry, and the various other programs undertaken by the AFD in 1969, as opposition to the boycott of California grapes, the AFD food course at Wayne State, dialogue with police and government officials, and so on.

Giancotti spoke of the various national issues he and NAIFFR have been working on during the past six months, including a program to expose the dual pricing system taking hold in New York, calling for the use of Social Security cards to be used as federal identification cards, finding ways to hold consumers responsible for stealing shopping carts and so on.

He said NAIFFR was recently invited to Washington by President Nixon to participate in the launching of a food industry segment of the National Alliance of Businessmen project to find jobs for the hardcore unemployed. Giancotti said his national organization represented over 18,000 merchants and associations in 37 states.

Photo Round-Up of Grocers Week 1970



GROCERS and supermarket operators throughout Michigan came on strong to celebrate the 5th Annual Grocers Week in Michigan, sponsored by the Associated Food Dealers, with window posters (below) and wire hangers provided by Campbell Soup Company. AFD director Phil Saverino, above right, and son Frank, adjust an overhanging sign.



SIGNS proclaiming "Grocers Week" overlooking Detroit's free-ways helped fanfare the big week-long festivities. The General Time Company carried the above message on its electric sign overlooking the John Lodge Freeway.



STATE SENATOR Sander Levin, left, is greeted at the AFD's 54th Annual Food Trade Dinner and Installation by president Harvey Weisberg, center, and director Thomas Violante, right. Sen. Levin was one of many dignitaries who attended the big event, which highlighted the Grocers Week celebration.

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ALLIED MEMBER

TAX TOPICS

Highlights of the '69 Tax Reform Act for Individuals

By MOE R. MILLER

Accountant and Tax Attorney

The 1969 Tax Reform Act is the most wide-ranging and complicated tax law in U. S. history. It started through Congress with the goal of ending or minimizing many specialized tax shelters, tax breaks and tax preferences. But the final law wound up as a combination of tax relief, tax reform and new tax breaks. The main areas of tax relief will take several years to become fully effective.

Executives, professional men and others with high earned income will get a special tax break for taxable years beginning after 1970. Their earned income won't be taxed at higher than the sixty (60%) percent rate for taxable years beginning after 1970 and before 1972, and not higher than a fifty (50%) percent rate for taxable years after that. These rates will apply to earned income no matter how large the individuals earned income may be.



MILLER

The income tax surcharge, which has been in effect at a ten (10%) percent annual rate since April 1, 1968 for individuals and which was scheduled to expire on December 31, 1969, has been extended at a five (5%) percent annual rate until June 30, 1970. Since the five (5%) percent surcharge applies only to the first half of 1970, the surcharge for the entire year 1970 is two-and-one-half (2½%) percent for a calendar year taxpayer.

The standard deduction at ten (10%) percent of adjusted gross income up to a maximum of \$1,000 remains the same through 1970, but both the percentage and maximum are increased after 1971, as follows:

Year	Percentage	Amount
1970	10%	\$1,000
1971	13%	\$1,500
1972	14%	\$2,000
1973	15%	\$2,000

All personal exemptions will be raised to \$625 for

1970 and by steps to \$750 in 1975, in the following four stages:

Year	Amount
1970	\$625
1971	\$650
1972	\$700
1973	\$750

Children can now receive a substantial amount of income tax free. A child can deduct a personal exemption for himself on his own return, plus a low-income allowance, plus a \$100 dividend exclusion. This will enable the child to earn or receive \$1,800 a year completely tax-free.

Income averaging will be liberalized and made much easier. Income averaging is an elective method of computing income tax by individuals, who has unusually large income in the current taxable year, as compared to the four preceding years. In general, before the 1969 Tax Reform Act if an individuals base period income exceeded his average base period income by 133⅓% and the excess amounted to \$3,000, he could elect to have the excess taxed at the lower rate. The 69 Tax Reform Act eases these restrictions in two respects:

1—The 133⅓% figure is lowered to 120%.

2—Averagable income now includes capital gains, all income from gifts and bequests.

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

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

**Affiliated with the
NATIONAL ASSOCIATION OF
INDEPENDENT FOOD RETAILERS
Michael Giancotti, President**

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
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
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.)	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. Buccellato Produce	LA 6-9703
Cusumano Bros. Produce Co.	921-3430
Gelardi Produce	WA 5-0969
H. C. Nagel & Sons	832-2060
North Star Produce	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. (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
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 Advg. Distg. & Mailing Co.	964-4600
Associated Distributing Co.	626-4842
Bowlus Display Co. (signs)	CR 8-6288
Holden Red Stamps	255-3350
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
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

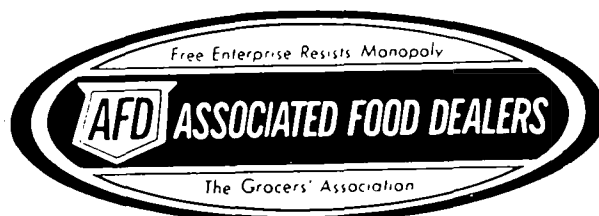
WHOLESALE, FOOD DISTRIBUTORS

Glacier Frozen Foods	962-8421
Grosse Pointe Quality Foods	TR 1-4000
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
Wayneco Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

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City _____

Owner's Name _____

Do you wish Blue Cross Coverage?

Yes ☐

No ☐

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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

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Detroit, Mich. 48220

Phone: 542-9550