



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

MAY, 1970



AFD Links With 'Alliance'

Meeting in Washington during the third annual conference of the National Alliance of Businessmen were, from left, outgoing NAB chairman Donald Kendall, who heads PepsiCo, AFD's Ed Deeb, entertainer Barbara McNair, and new NAB chairman Lynn Townsend, board chairman of Chrysler Corp.

(See Story, Page 3.)

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(But you know that.)

May 1-30





Detroit Picked To Test Food Industry Job Training

The Detroit area has been selected as the site to test JOBS consortium to train meatcutters, cashiers and warehousemen by the National Alliance of Businessmen (NAB), it was revealed at the organization's annual conference held in Washington and included in the formal NAB report to President Nixon.

The consortium is in cooperation with the National Association of Independent Food Retailers (NAFR) in behalf of the food industry, which in turn, has authorized the Associated Food Dealers to coordinate the program. NAFR president Michael Giacotti said in making the announcement, "We cannot think of a finer state food trade association in the country that could do a better job."

In Detroit, AFD president Harvey L. Weisberg said the association is proud to accept the challenge of testing this important program, while at the same time performing a real service to our community. "We are hopeful that food manufacturers, chains, wholesalers and large independents will cooperate in this venture."

AFD executive director Edward Deeb, who was invited to attend the NAB conference in Washington last month by President Nixon, said the test program involving the food industry has the backing of the top business and government leaders in the country.

Vice-President Spiro Agnew, Secretary of Labor George Schultz, Secretary of Commerce Maurice Stans, NAB officials including outgoing chairman Donald Kendall, head of PepsiCo, and current chairman Lynn Town-

send and even the first chairman—Henry Ford II—indicated their full support, and praised the AFD and NAFR for agreeing to take on the project. They expressed their hopes that full cooperation would be given the program in the Detroit area.

Weisberg and Giacotti said last week that literature to AFD members would be sent out soon, to see if they can begin the JOBS program this summer. Under the NAB program in cooperation with the association consortium, a company basically agrees to hire one or more persons for a specific job position they have open or are willing to create.

The company then pays the individual at the lowest going wage scale for that category as a regular employee. By agreeing to participate in this government-backed NAB program, the firm would be partially reimbursed for salaries paid by the company through the consortium until the training period has ended. Thus, salary during training period becomes lower to the company than they would normally pay the employee. All training will be coordinated through the AFD-NAFR consortium — including everything from basic employee courtesy, cleanliness, all the way to job responsibilities and all phases of the job itself.

All companies, who have not yet received literature, but would be interested in hiring the hard-core disadvantaged, or have questions, are encouraged to contact AFD executive director Ed Deeb by phoning (313) 542-9550, or writing to Associated Food Dealers, 434 W. Eight Mile Rd., Detroit, Mich. 48220.



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The Sounding Board

To the AFD:

Your laudable decision to launch a program to hire the hard-core disadvantaged as meatcutters and cashiers will contribute significantly to the JOBS program of the National Alliance of Businessmen.

The voluntary efforts of American business to reverse their usual hiring practices in order to secure more jobs for minority persons are vital. Government itself can make little impact in this area, so your dedication to this task is indispensable. It is reassuring to learn that private industry can be counted on to take the initiative. Thank you for this significant contribution to the nation's well being.

Spiro T. Agnew

Vice-President

United States of America

On behalf of President Nixon, I wish to congratulate you on the initiation of your program to hire and train the hard-core unemployed and underemployed persons as meatcutters and cashiers. The key to the JOBS program, sponsored by the National Alliance of Businessmen and this Department, is wholehearted participation by private businessmen such as your organization represents.

Your action shows a keen awareness to the need for businessmen everywhere to involve themselves in the social as well as the economic problems of our nation. I hope that your members, NAB, and we have begun a program that will ultimately create better lives for those it helps and a better country for all of us.

Best personal regards and good wishes to your members.

George P. Schultz

U.S. Secretary of Labor

Washington

Affiliated with the
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INDEPENDENT FOOD RETAILERS
Michael Giancotti, President

The AFD Is The Largest and Most
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I was very pleased to learn of the decision of the Associated Food Dealers, and the National Association of Independent Food Retailers to launch a program in Detroit to train and hire the hard-core disadvantaged as meatcutters and cashiers.

I would urge every member of the two associations who have the opportunity to take part in this program to do so with determination and imagination. This is the sort of program which the National Alliance of Businessmen has been encouraged in every phase of business.

I heartily endorse this very worthwhile program which you are launching and commend you and all your members for undertaking it. I hope it is not only successful in Detroit, but that it can be extended nation-wide as quickly as possible.

Maurice H. Stans
U.S. Secretary of Commerce
Washington

I am pleased to learn that the Associated Food Dealers of Michigan and the National Association of Food Retailers are planning to work with the National Alliance of Businessmen to train and hire the hardcore unemployed in Detroit as meatcutters and cashiers.

I know from my experience with the NAB that this is a program that effectively meets the critical problem of unemployment among disadvantaged people. To reach the ambitious goals established by the Alliance for this year, it is essential to gain the participation of employers, large and small, in every industry.

The food dealers of Michigan have an opportunity to make an important contribution to solving one of the nation's most serious problems. You have my best wishes for the success of your test program in Detroit.

Henry Ford II
Chairman of the Board
Ford Motor Company



Memo from Faygo

by
MORTON FEIGENSON
President



"A good wholesaler can distribute soft drinks to his retailers at half the costs of the bottler's store-door method."

That is a facts-and-figures documented assessment by Max Yorke, general manager of Grosse Pointe Quality Food Co., one of Michigan's largest independent wholesalers which distributes to more than 600 independently owned and operated Metropolitan Detroit supermarkets and superettes.

And, though he has a 41-year background in the grocery field, Mr. Yorke is not a man inclined to pull his facts and figures out of the air. He gets them from his company's IBM computer.



Watching a Faygo readout from Grosse Pointe Quality Food Co.'s IBM computer (left to right) are: PETE BURKHARDT, BUYER; ERNEST BAGO, IBM DEPARTMENT MANAGER, and MAX YORKE, GENERAL MANAGER.)

* * * * *

Mr. Yorke feels that the advantages to retailers in getting soft drinks from the warehouse, along with other products, are so obvious they require no delineation.

However, he pointed out, one advantage is unique to the small independent grocer who must rely on an independent wholesaler as his supply source.

"Grosse Pointe Quality Food Co.," he explained, "is a tight-ship operation. We have to have a minimum \$750 order to justify a customer delivery. Our smaller customers find it easier to order that much merchandise since we took on Faygo.

"They can now increase their orders with Faygo to fulfill the minimum requirement. They know Faygo moves fast off their shelves and their capital will not be tied up in slower moving merchandise."

* * * * *

Grosse Pointe Quality Food Co., has been a Faygo customer only since February, last year. From that late start, Mr. Yorke still managed to guide enough of our products through his company's operations to have them account for better than one per cent of his total 1969 sales income.

"We are just completing," Mr. Yorke told us, "putting into place additional warehouse capacity which will enable us to increase our 1970 Faygo sales by 30% to 40%.

"For the future, we are prepared to add capacity anytime to handle advertised soft drinks. Everything is pointing to their becoming a bigger part of our business."

* * * * *



ED DEEB

OFF THE 'DEEB 'END

On Dual Pricing

There has been a mild furor raised around the country and it involves the concept of unit, or dual pricing, as is referred to in our industry.

Retail food merchants in New York City were recently granted an extension from having to abide by a ruling passed by that city's fathers, which would have caused havoc. Unit or dual pricing (cents per ounce, pound or unit) as well as total price of a product must appear on the package, according to the law that a court injunction presently refrains from enactment.

The New York Times reported not too long ago, some surprising conclusions about a Washington, D.C. price experiment, one of them being that the more affluent shopper is more interested in saving money than the needy housewife is. One woman found that under unit (or dual) pricing, "Del Monte peaches were cheaper than the house brand." Washington retailers go on to report that fewer than 10% of their customers are paying any attention whatsoever to the new dual listings.

Opponents to the present unit pricing proposal now before the Congress feel the legislation requires that both unit price and price of the entire package be marked on the label. They contend, and rightly so, that the cost of marking both package and unit price on the 8,000 average items sold in a supermarket will be a major problem.

It seems the quickest way to win support of a measure involving the public today is to say it "protects" the consumer. The public should realize that good sound values are based on comparisons with value of similar products. Important considerations left out when using the unit or dual pricing method are quality, reliability, yield, convenience and any other special advantages of the product.

But most important to the distributor is cost of implementing the unit pricing program. Cost of the manufacturer, wholesaler and merchant is too great to absorb themselves, and thus the consumer should expect to pay for a unit pricing plan.

If consumers and government representatives were smart, they would leave well enough alone. The food industry is one industry which has consistently given citizens probably the best value money can buy. So why change a good thing?

Guidelines For Pesticide Sales Established

Representatives of the food industry met with officials of the Detroit Health Department, county and state health and agriculture officials to establish guidelines in selling seeds, fertilizers and pesticides in food stores, and thus assure the health of consumers shopping in food stores.

Objectives of the meeting held last month included a request for retailers to help in educating shoppers through the use of in-store signs and posters which tell of the dangers in handling some of the pesticides, to eliminate or substantially reduce consumer contact of these products, and developing procedures or guides on displaying the products and care in handling pesticides or fertilizers, keeping them a minimum of at least five feet away from products.

In line with the movement toward more environmental and pollution controls, the government officials indicated they would be devoting more attention to the problem of pesticides and fertilizers, especially those sold in food stores because of possible contamination of the food through poisonous fumes and, in some cases, deadly or hazardous chemicals.

Although the group will meet again May 13, two things were already agreed upon, and which the Associated Food Dealers herewith directs its members to comply: (1) Those stores selling pesticides, or fertilizers should display them a minimum distance of at least five feet from all other food items, with the more hazardous products further away, and the section buffered by less hazardous products; and (2) Stores would post signs in the back-room to inform employees on the proper safety when handling the more dangerous pesticides or fertilizers, and posting of signs in the front end of the stores, on a wall, shopping cart or cash register to alert shoppers or consumers as to the proper method for handling these products.

(Such signs can be ordered from the AFD. Phone 542-9550, write or stop by the office, 434 W. Eight Mile Rd., Detroit, Mich. 48220.)

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New Convenient Food Mart For Sale - Immediate Possession

Yes, new Convenient Food Mart for sale, 636 E. Boulevard, Pontiac, Mich. Fully equipped with McCray cases — 20-foot walk-in, open-faced cooler; 24-foot ice cream freezer; 20-foot island freezer; 15½-foot drug rack; 6 x 8 foot walk in freezer; fully carpeted and air conditioned. Another location available in Ann Arbor.

Contact . . RICHARD B. HASSETT
18450 LIVERNOIS AVENUE • DETROIT
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RETAILERS NOTE:

Grocery Shoppers' Forty-Four Pet Peeves

Everybody complains about the high cost of food. But every grocery-store shopper has other gripes, too—about packaging, labeling, store services, etc.

To find out what besides prices bugs the housewife about grocery shopping, Warwick & Legler, Inc., a New York advertising firm, sent questionnaires to 5,000 housewives in 50 cities. The survey was "designed to uncover what housewives do not like, in order to help improve products and services."

The survey turned up a total of 44 pet peeves, listed below — a pet peeve being defined as something that annoyed, to some degree, at least half of the respondents. Of these 44 gripes, 12 were cited most often. After you've read the list, grab a pencil and check the 12 that bother you most. Then look at the "top 12" at the end to see how your selections compares. (Note: The researchers emphasize that the 44 and the 12 are not listed in order of frequency or importance.)

Here are the favorite frustrations:

- 1—Weekend supermarket specials that are always gone by the weekend.
- 2—Inability to tell freshness of such products as bread, cakes and dairy products because of lack of coding.
- 3—Bread, rolls and buns that get crushed in non-crushproof packaging.
- 4—"Cents-off" labeling on packages if it is impossible to know the regular price or the real saving.
- 5—Bags of sugar that leak, spill and tear.
- 6—Drippy meat packages.
- 7—Cartons that leak.
- 8—Milk cartons that are difficult to open and don't pour properly.
- 9—Prewrapped, meat, vegetables and fruit that hide the bad side or soft spots.
- 10—Wrappers on packages of sliced cheese that tear when you try to open them and can't be used to rewrap cheese.
- 11—Cream cheese wrappers that are difficult to open and can never be rewrapped tightly.
- 12—Packages that say "push here" but can't be pushed and often break fingernails.
- 13—Packages that say "tear here" but won't tear.
- 14—Twist-off tops that don't twist off.
- 15—Box tops that say "insert finger, lift up tab and then reclose," but tear or rip off and can't be reclosed.
- 16—Cans with dents.
- 17—Cans with keys attached that are difficult to work and often come with the key missing.
- 18—Rimless cans that won't open with an electric can opener.
- 19—Cans that rust counter tops and shelves.
- 20—Spray cans that don't spray.
- 21—Plastic wrap that sticks so closely you lose the end.
- 22—Bread wrapper end stickers that are supposed to reseal for freshness but don't reseal.
- 23—Paper towels that don't rear off where they're supposed to.
- 24—Bacon packages that are hard to open and that hide fatty parts.
- 25—Honey and syrup bottles that drip and cause the product to congeal.
- 26—Egg cartons that don't protect eggs.
- 27—Refrozen fruits and vegetables, recognizable by the ice caked on one side.
- 28—Improper instructions about whether frozen foods can be refrozen.
- 29—Cans or jars of fruit with too much syrup and not enough fruit.
- 30—Spice jars and cans that measuring spoons never fit.
- 31—Black pepper and spice cans with center-top openings that won't pour without spilling.
- 32—Low-calorie foods without calorie content on package.
- 33—Noodles in cellophane or plastic bags that won't reseal.
- 34—Canned spaghetti that is too mushy.
- 35—Tiny candy bars in big wrappers.
- 36—Potato chip and snack bags that won't open easily, so contents get crushed.
- 37—Cookie boxes containing crushed cookies.
- 38—Toilet tissue that can't be unrolled without ripping several feet of tissue.
- 39—Bleach products that promise too much and don't perform.
- 40—Adhesive bandages with red strings that pull off rather than opening the overwrap.
- 41—Scouring pads that rust.
- 42—Toothpaste tubes that break and leak, so you can't use all the toothpaste.
- 43—Cheese and cold meat slices that cannot be separated.
- 44—Cans with tear-off tabs that cut fingers.

The Top 12: Here are the 12 things that irritated the women shoppers most, and that showed up most often in the survey: Nos. 2, 6, 7, 9, 12, 13, 14, 20, 21, 37, 38 and 44.

—From "Changing Times"

Around the State

GRAND RAPIDS—Thomas L. Quinn has been promoted to the newly created position of vice-president of sales and marketing for Spartan Stores, Inc., Grand Rapids-based wholesale grocery company, it has been announced by Joseph G. Foy, Spartan president. In his new post, Quinn will be responsible for all sales and marketing activities for Spartan, an AFD member, which services northern Ohio and northern Indiana in addition to Michigan.

ST. CLAIR—Diamond Crystal Salt Company, an AFD member, has announced the appointment of United Brokerage Company's Detroit branch, also an AFD member, as its representative in the Detroit marketing area for grocery and institutional products. Joseph Cucco will remain area manager in charge of consumer product sales for the area office which covers all of Michigan, western Ohio and eastern Indiana, according to regional sales manager G. F. Chadwick who made the announcement.

FLINT—Hamady Bros. Food Markets, an AFD member, has announced plans to install an IBM-360-25 computer in its headquarters on S. Dort Highway here,

it was announced by Robert L. Hamady, president of the firm. At the same time, Hamady announced the appointment of Earl Begg as manager of its computer systems and operations department. Reason for the new computer is to "meet consumer needs of the present and future, and to keep abreast of technical changes taking place in the food industry," Hamady said.

LANSING—A bill designed to "prevent certain unfair trade practices in the retail industry" has been introduced in the Legislature. The measure prepared by Attorney General Frank J. Kelley, would protect both retailer and manufacturer interests, while allowing smaller merchants to appeal trade practices considered to be damaging or unfair, to the state's chief legal officer. The bill is presently under study by the Associated Food Dealers. (The AFD was one of several trade associations from a variety of industries asked to participate in reviewing the measure.)

JACKSON—Symons Brothers & Company, wholesale grocery company with headquarters here, has announced new officers for the firm. Ray Whipple, newly elected chairman of the board and chief executive officer, announced the election of Milton E. Bird as president of the firm, and J. W. Symons Jr., as honorary chairman of the board. Other officers are L. F. Gaffney, vice-president; Stanley S. Presley, secretary-treasurer. In addition to those mentioned here, other directors of the company are S. S. Presley, Fred Huber, James Dooley, Paul Goppelt, and John Kelly.

VASSAR—The promotion of Don Todd to divisional manager and vice-president of perishable operations for Super Food Services, Inc. in Michigan, has been announced by SFS chairman Don Fox in Dayton, Ohio. Frank Malott continues as vice-president and general manager of all Michigan operations for Super Foods, an AFD member.



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THE PRESIDENT'S CORNER

Future Will Find Greater Emphasis On Food Sanitation

By HARVEY L. WEISBERG

Due to increased consumer awareness and improved technology, there is greater emphasis on food sanitation and purity of products, with more expected in future years, and cooperation on a broad front is needed.

Regulations and laws on sanitation and purity of products such as meat, poultry, sea food, baked goods, drugs, etc., affect the grower, packer, shipper, equipment manufacturer, retailer and consumer alike, and for this reason more cooperation is required.

Recently, I referred to the "explosure," as appropriately coined by our Ed Deeb, on cyclamates, and the tuna fish and cranberry scares that we all still remember. More and more we are reading about the Food and Drug Administration and other government agencies or consumer groups placing greater emphasis on better purity and reliability in the products they buy.



WEISBERG

The leaders in our food industry have been stressing the need for newer equipment, materials and procedures which make it easier for wholesalers, shippers and retailers to clean and sanitize, and thereby control and eliminate bacteria. Cleaning does not necessarily kill bacteria and that is why sanitizing is required also. We are seeing progress in the form of stainless steel equipment, improved refrigeration and programs like that now being introduced by Super Market Institute (SMI) across the country to help make us more conscious of the benefits of sanitation, and help us introduce the plans needed to achieve affective sanitation. This is just one more of many areas in which our business and industry is acting and must act, to improve its own practices, so the government does not have to do it for us.

Aims of such a long-term approach to sanitation would be to assume Mrs. Consumer the utmost in food sanitation, and to help improve both the quality and shelf life of perishable products.

We can start by having cleaner backrooms and more sanitary backrooms, refrigeration and other equipment. Surely we can all improve sanitizing of walls, floors, shelves, meat saws, slicers and other cutting tools. We should all remember that a clean cooler is not necessarily a sanitary cooler.

Smart food distributors are already working on techniques to improve the purity and sanitation of their

stores and warehouses. The following will serve as some examples:

1—Personal levels of hygiene can be improved by using a germicidal soap which has healing faculties. Use of USDA approved chemicals and cleaning detergents, such as Environ, produced by W. R. Grace Company.

2—Acquiring recommendations of SMI materials based on many seminars. (Write for SMI Sanitation System, and SMI Guidelines to Standards, 200 E. Ontario Street, Chicago, Ill.)

3—Use of pressure spray cleaning equipment to spray work areas and floors, can help to do the job faster.

4—Use of paper disposable towels. There is nothing worse than using the same rag or towels over and over again.

5—Creation and regular use of cleaning and sanitizing schedules to help assure when each job is to be done.

6—Posting of cleaning frequency charts to remind employees what must be done.

7—Regular orientation programs for meat and produce personnel.

It should be stated that the most difficult part of this task, as it is with any job, is the changing of regular work habits, which may not now be used for effective sanitation. An individual and a company must "be willing to change" to assure the utmost in sanitation and purity of products. A total industry approach is needed, including the necessity of having equipment manufacturers and government involved so that we may together institute procedures for getting the job done.

Finally, what benefits can we all hope to achieve? Well, in addition to assuring consumers the finest in sanitation, we can expect the following:

1—Longer shelf-life of products.

2—Less re-wrapping of products will be required.

3—There will be less waste of products from spoilage.

4—Less shrinkage caused by bacteria.

5—The total effort will help increase efficiency and reduce labor costs.

6—Ultimately, through this combination of benefits, a merchant or distributor can help improve his profits.

The time has come for all of us to devote more time and effort to the growing importance and emphasis on food sanitation.

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THE BELL RINGER

Big Boys Getting Together As Gentlemen

By ALEX BELL

Prepare yourself, dear reader, here comes another dissertation. We hope you are prepared!

* * * *

As we go rambling along, bear with us, as we don't have any ideas about what to fill up this column with. But we will give it the old college try.

* * * *

It has been very disappointing to this columnist (?) that our contributing friend from Elk Grove, Illinois has not done any contributing lately. Come on Francis, you were getting to be well known in Detroit food circles.

* * * *

We recently asked our first wife how she had managed to stay married to your's truly for 33 years. She replied: "Oh, you are like a disease." We are still thinking that one over.



Mr. Bell

* * * *

In light of the new retail clerks contract, we understand that there is going to be an effort to close food stores all day Monday. Maybe it is time for the big boys to get together and be gentlemen. As we see it, that is one way to cut overhead, but then again, how about our pet theory: Close them all on Sunday and cut back to 6 o'clock closing on Monday, Tuesday and Wednesday.

We must remember one thing: that Sunday opening is not the fault of the chains. It was the independents that started it many years ago. We don't believe in any one operator having an edge, so close them all. And don't worry about great Mrs. Consumer. As Marie Antoinette said: "Let them eat cake."

* * * *

With so many working wives today, the old song may have to be changed for the next generation to: "I am looking for a girl just like the girl that carried dear old dad."

* * * *

Well, with so much skin showing in the movie houses today, film companies must be doing "peek" business. No, Eddie, that is a play on words!

* * * *

Hey Deeb, you have had the hots lately for the word "consortium." We herewith give you the correct pronunciation according to Webster's New World Dictionary. KAN-SOR-SHI-AM. So put that in your Funk and Wagnalls. (Edeebnote: That's what I've been telling you all along, Alex.)

Our old friend, the smiling Dutchman from Brooklyn, Bill Brackmann, was in town recently. We introduced our bride to another friend thusly: "This is my first wife, Lee." Bill asked us why we introduced her as our first wife. Well Bill, this keeps her on her toes.

* * * *

Welcome back to our overseas travelers Mike, Don, Jay, Nate, Harry S. and Harry R. They just returned from Rome and Florence without seeing Mr. Roncalli, and our industry just wasn't the same with them gone.

* * * *

The only comment we can make about the Boeing 747 is that it will probably take at least 4 hijackers to get that baby to Cuba!

* * * *

We will throw this one in for a good friend (?) of ours: It would be a simple world without women; complicated but simple.

* * * *

The Annual NAIFR convention will be held this year August 23-27 at the fabulous Fontainebleau Hotel in Miami Beach, it has been announced by president Mike Giancotti. Plan on attending. More details later on.

Well boys and girls, back to the kibbutz.

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

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Gov. Milliken Indicates 'Seriousness' of ADC Check Losses in Michigan

Responding to a request of the Associated Food Dealers to investigate and take steps to eliminate over \$125,000 in losses of ADC welfare checks in Michigan, Gov. Milliken agreed the situation is serious, and steps should be taken.

Milliken told the AFD he is exploring the possibility of having photo identification cards issued by the Dept. of Social Services to each ADC recipient. "Such identification cards should be helpful not only to merchants, but to recipients as well," he said in a letter to the Association.

In summary, Milliken agrees something must be done to eliminate the ADC check forgeries in the state; agrees an identification card should be issued with photo which can be placed directly in a recipient's hand instead of mailing; and indicates about \$50,000 is needed to implement a one-year feasibility project in Wayne County alone, with the help of private organizations, as the AFD.

He said the "major problem is financing," and under the most favorable circumstances, the amount (\$50,000) could not be available to the State Dept. of Social Services until July of 1970.

The AFD had met with the State Treasurer and the officials of the Social Services Dept. last December to reveal the seriousness of the fraudulent cashing of ADC checks, and called for the issuance of ID cards with photo.

Three New Supplier Members Join AFD

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

LORILLARD CORPORATION, distributors and manufacturers of cigarettes and a variety of products sold in food stores, 19041 W. Seven Mile Rd., Detroit, Mich. 48219; phone 532-4768.

PAPPAS CUTLERY & GRINDING CO., distributor of saws, cutting tools, etc., 1428 Gratiot, Detroit, Mich. 48207; phone 965-3872.

WEHBY MEATS, INC., distributors and processor of meat products, 2515 Division, Detroit, Mich. 48207; phone 832-3350.

These new members and all AFD supplier 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 *The Food Dealer* magazine and post near your phone.



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Darling & Company

3350 Greenfield Road
WA 8-7400
Melvindale, Michigan

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

ALLIED MEMBER

Around the Town

N. A. "Mike" Sawall, vice-president of the Detroit division for **The Kroger Co.**, has announced the appointment of **John Shultz** to the position of manager of distribution. Shultz has replaced **John Hodi** who retired from the food chain.

* * *

Open Panty Convenience Stores has acquired the **Extra-Kwik Food Mart** chain of stores in the Detroit area, it was learned by the Associated Food Dealers. **James Cowan** is vice-president of the firm for the Michigan area, and **Harry Johnson** is operations manager.

* * *

AFD director **Mike Najor**, whose store burned down

about a year ago in Dearborn, has announced he and his brothers will soon open on Third Ave., Detroit. The new **Publix Market** is the former **Matte's Market**, operated by Tom Matte, an AFD member also.

* * *

AFD director **Ray Martyniak**, operator of **Ray's Prime Meats**, Trenton, was swamped but delighted when a group of 50 members of the Trenton Rotary Club visited his store and received a memorable tour. Martyniak, a former Rotary president himself, and his employees, discussed the operations, and treated the group to a luncheon.

* * *

Dick Hassett, operator of **Hassett Food Marts**, franchisor for **Convenient Food Marts**, was beaming recently as his wife gave birth to their third baby boy. (The AFD was saddened to learn, however, of the passing of Dick's father, the Senior R. Hassett recently.)

* * *

It was learned by the AFD recently that **Wayne Eberhard** has re-joined **Eberhard Super Markets**, headquartered in Grand Rapids, following a successful business venture in Manistee. Wayne opened and operated a new super market in Manistee himself for the past year.

* * *

Congratulations to **Art Salasnek** of **Salasnek Fisheries**, and **Pete Salm** of **Sahakian and Salm Brokerage**, for the excellent job they and others are doing to reactivate the Fisheries Council of the Great Lakes.

* * *

Word has it that **Salim Sarafa**, **Manuel Jona** and **Buddy Atchoo** will rebuild the **Big Dipper Market**, which was burned down during the 1967 riot. The trio received final approval from Detroit officials, after area citizens encouraged them to return to the area.

* * *

Mitch Lembas, member of the **Quaker Foods** team in the AFD Bowling League, took first prize in the "Tournament With A Heart" contest recently, for charity, with a 742 score.

* * *

Thanks to the **Michigan State Chamber of Commerce** for publishing an entire issue of its publication **Michigan Challenge** on the food industry. It was through the assistance of the Associated Food Dealers that it was made possible.

* * *

The **Federal Insurance Administration** has asked the Associated Food Dealers to provide a full report on the conditions concerning the availability of casualty insurance to those in the food industry.

* * *

The 85th annual convention of the **National Association of Food Retailers (NAIFR)** will be held Aug. 23-27 at the fabulous **Fontainebleau Hotel**, Miami Beach, it has been announced by president **Michael Giannotti**.



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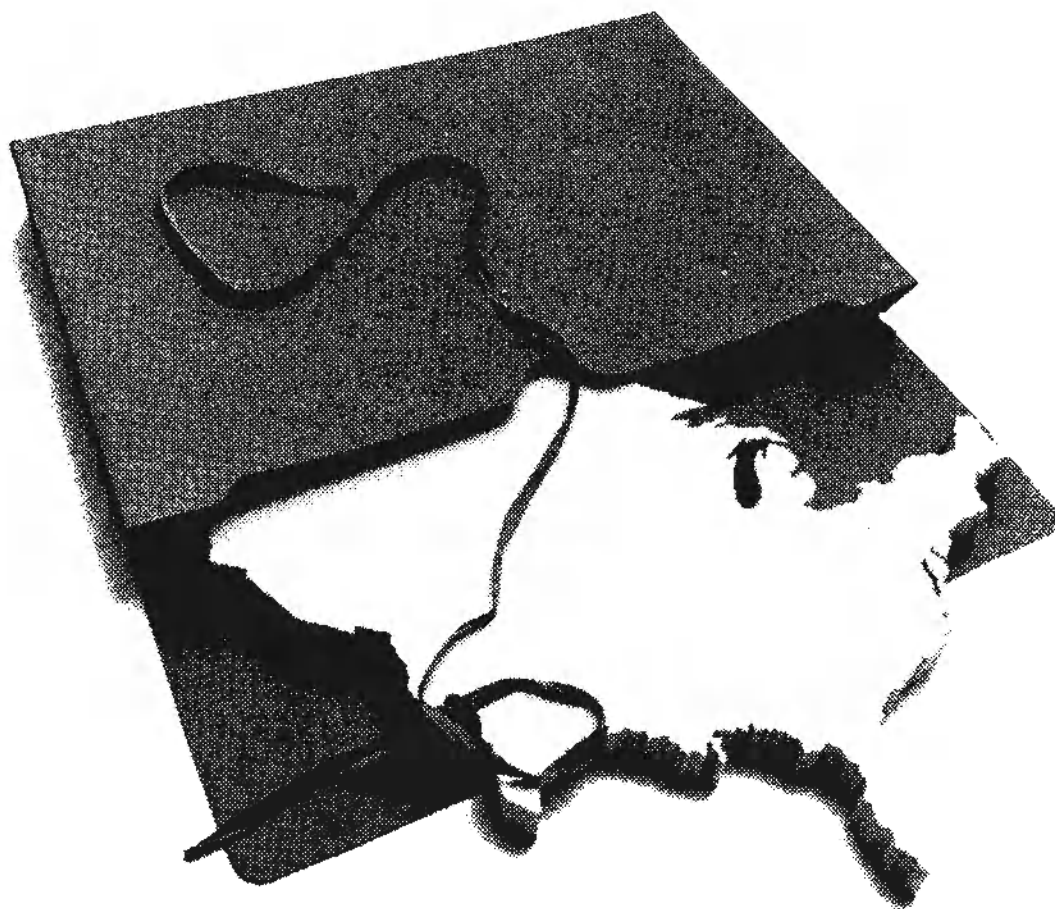
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America great.
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strength it takes to keep the

system going—to build
highways, to improve schools,
to eliminate slums—the
things that need doing to keep
America great.
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Americans reap the
benefits of

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



If they're lost, stolen, or
destroyed, we replace 'em.

Take stock in America Buy U.S. Savings Bonds

Gohs Inventory Service Wins AFD Bowling League Honors

Congratulations are extended to Gohs Inventory Service — for the second year in a row — and its sharpshooting bowlers for having won the 1969-70 Associated Food Dealers Bowling League Championship. Finishing second was The Cashiers; followed by Dudek Salads, Hamtown Foods, The Meatcutters and Quaker Foods, in that order.

Making up the winning Gohs team were Capt. Ken Revels, and Messrs. Carl Domke, R. Wenner, and S. Maciak. (It should be noted that the AFD League this year consisted of teams with four men on a team, due to a shortage of bowlers.)

High individual single game was rolled by Art Reichenbach (266) of Hamtown's, followed closely by Carl Domke of Gohs (257).

High Individual series were Mitch

Lembas of Quaker Foods, 670; Walter J. Dudek, The Cashiers, 658; and Carl Domke of Gohs, 642.

High Team Game honors were won by Gohs Inventory, 800; followed by The Meatcutters, 762; and Dudek Salads, 752. High team series (4-man teams) honors was captured by Gohs Inventory, 2231, followed by The Cashiers, 2175, and Dudek Salads, 2130.

President Walt Dudek, of Quaker Foods Company, who heads the AFD League, has announced that the League is already looking for sponsors and bowlers for the 1970-71 season. All those companies interested in sponsoring a team should phone Mr. Dudek at 874-0550, or the AFD office at 542-9550. If anyone desires to bowl on any of the teams, please feel free to call also. President Dudek, and League

secretary Ken Revels, expect another exciting year starting in the fall. The AFD League Banquet will be held May 13 at Parkside Recreation on E. Warren.

AFD BOWLING LEAGUE Final Standings 1969-70

	Points
1—Gohs Inventory Serv.	82½
2—The Cashiers	78½
3—Dudek Salads	77
4—Hamtown Foods Co.	74½
5—The Meatcutters	52½
6—Quaker Foods Co.	47

HIGH TEAM SERIES:

Gohs Inventory Service, 2231
The Cashiers, 2175
Dudek Salads, 2130

HIGH TEAM GAME:

Gohs Inventory Service, 800
The Meatcutters, 762
Dudek Salads, 752

HIGH INDIV. SERIES:

Mitch Lembas, 670
Walter J. Dudek, 658
Carl Domke, 642

HIGH INDIV. GAME:

Art Reichenbach, 266
Carl Domke, 257
Bob Cieslak, 246

PLAN NOW TO ATTEND

The 85th Annual Convention of the National Association of Independent Food Retailers

August 23-27, 1970

Fabulous Fontainebleau Hotel, Miami Beach

More Information and Details Will Be Provided Later

Meantime, for information Contact

ASSOCIATED FOOD DEALERS

434 W. Eight Mile Rd.

Detroit 48220

Phone (313) 542-9550

FAST FOODS

Food Stores Set Aim On Convenience Foods

Those who attended the 33rd annual convention of Super Market Institute (SMI) recently in Houston heard food experts predict the next ten years as a value-oriented society — serving a sophisticated and mobile consumer with less loyalty to brands.

At the same time, supermarket executives made it clear they will be after their fair share of the fast foods business. It was predicted that 37 percent of the consumer's disposable income will go into food by 1977, and 30 percent of that money will be spent eating out

in one way or another — and markets want their share of the action.

One food executive pointed out that already stores are providing many delicatessen specialty items, but they have set their sights on the complete meal for those who desire to carry foods out and eat at home. In many cases, stores are already barbequing chickens, ribs and bakery products. The in-store barbeque pit or restaurant, providing such snacks as french fries, onion rings, chicken, barbeque — even steak — will soon crop up in many of the more progressive stores, according to SMI speakers.

At the same time, it was revealed that automation and the computer will increase its importance in moving merchandise more quickly through the checkout counters. The result should be more personnel available for service at the checkouts and hence, more personalized service.

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

TAX TOPICS

Highlights of 1969 Tax Reform Act For Corporations

By MOE R. MILLER

Accountant and Tax Attorney

Subchapter S corporations, also known as "Tax Option" or Psuedo corporations, are firms owned by 10 persons (or fewer), which are allowed by law to do business as a corporation while being taxed as a proprietorship or partnership. Prior to adoption of the Tax Reform Act, they were treated exactly like any other corporation with regard to qualified retirement plans.

The Tax Reform Act establishes a maximum level of contribution which may be made on behalf of a "shareholder employee" for taxable years beginning after December 31, 1970, without creating a current tax liability for him. This maximum is 10% of compensation or \$2500, whichever is less.

"Shareholder employee" is defined as any individual owning more than 50% of the corporation's outstanding stock. Although the corpora-



MILLER

tion may make any contribution called for by the plan on behalf of a shareholder employee, the amount of contribution exceeding the above limit will be taxable to him as current income.

CONTROLLED CORPORATIONS

Up to now, there have been substantial tax advantages in operating a corporate business in groups of two or more corporations, because the \$25,000 surtax exemption, the \$100,000 accumulated earnings credit, and certain other tax benefits designed to aid small business, are allowed to each corporation in the group. If the entire business is operated as a single corporation, it can use only one \$25,000 surtax exemption, one \$100,000 accumulated earning credit, etc.

The 1969 Tax Reform Act withdraws these multiple tax benefits from corporations which are members of a controlled group.

After the transition period, for tax years beginning after 1974, the single \$100,000 accumulated earnings credit will be divided equally among the group members, the same theory is true for the \$25,000 surtax exemptions, a controlled group of corporations will be allowed one surtax exemption.

Additional 20% First Year Depreciation

Members of a controlled group are treated by the 1969 Tax Reform Act as one taxpayer and instead of receiving a maximum annual depreciation deduction of \$2,000 on \$10,000 of property bought during the year, for each corporation in the group, the controlled group will now be allowed only one \$2,000 annual deduction.

Definition of a Controlled Group

1—At least 80% of the stock of each corporation is owned by five (5) or fewer persons.

2—These persons own more than 50% of the stock of each corporation, when the stock of each person is taken into account only to the extent it is owned identically with respect to each corporation.

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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.

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
Koepplinger'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 Huettnerman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corp.	341-5905
George Keil Associates	273-4400
Edward L. Kuester & Co.	928-7117
Maloney Brokerage Co.	TU 5-3653
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. Temakian Co.	352-3500

United Brokerage	BR 2-5401
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Mort Weisman Associates	354-1350
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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
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	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
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 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
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

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Detroit, Mich. 48220

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May 16 - 23



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By the Associated Food Dealers
In Behalf of the Important
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