

"Free Enterprise Resists Monopoly"



ASSOCIATED FOOD DEALERS

The Grocers' Association

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

APRIL, 1971



AFD Standing Tall At 55!

Standing tall and ready, that's the AFD officials on the occasion of the group's 55th anniversary dinner held recently. Pictured above, from left, are Ray Martyniak, Jay Welch, Omer Gagne, Allen Verbrugge, William Bennett, Mike Giancotti and Harvey Weisberg.

(See photos, Page 10-11.)

MAY 1-JUNE 12...GO ALL THE WAY WITH
PICK A PAIR



Budweiser-spokesman Ed McMahon will be urging beer drinkers to go all the way, too in FULL-COLOR MAGAZINE ADS, on NETWORK TV SPOTS and LOCAL RADIO, plus live on the TONIGHT SHOW

He'll be pointing out that picking up TWO 6-paks of the King of Beers® is "the smart way to buy "

It also happens to be the smart way to *sell*, taking advantage (for the 15th year) of the promotion that's the most effective in the industry.

WHEN YOU SAY
Budweiser®
YOU'VE SAID IT ALL!

**AFD EDITORIAL**

A Total Systems Approach to Litter, Solid Waste

Today, the average supermarket stocks an average of 7,000 items in one-way containers of one type or another, including those sold in paper, plastic, glass and metal.

With this background, it is obvious we would be opposed to any ban on one-way packages, since by its very nature, the ban of soft drink and beer containers would be discriminatory. It is people who litter and pollute by discarding containers of all types.

As we have stated publicly in the past, such a ban would abridge and limit consumers' freedom of choice in market place and discriminate against a few of the numerous convenience packages. In the end, a ban would have only a slight affect on the much larger problem of litter and solid waste disposal which all segments of society must, together, begin to solve.

We of the Associated Food Dealers feel a "total systems approach" for developing a recycling program is the best possible way to solve the problem for all concerned. In this way, glass, metal and other materials can be salvaged and reused instead of becoming ugly solid waste, and should apply to all items not just soft drink and beer products. And the sooner we can make this waste valuable, worth something in dollars and cents terms, the quicker the job will be done — and the quicker manufacturers would be encouraged to reuse materials.

Another factor is cost. If one-way containers were eliminated, and only returnable containers used, the cost of converting operations to "returnables" would be fantastically high at all levels of the distribution channel. Expensive new equipment would be needed to wash and sanitize bottles. Handling and delivery costs will increase. And, let's not kid anyone, the costs will ultimately have to be paid by the consumer in one fashion or another.

In a recent and preliminary random survey of 20 of our retail members in Michigan, the AFD results showed where the "return to returnables" will cost merchants alone between \$20 and \$30 million dollars per year. (Starting wages for a union stock clerk is \$3.92 per hour; by 1972 it will be \$4.55.) Of course, this excludes the increased costs which will be borne by the manufacturers of beer, soft drink and a variety of food products.

Breaking those figures down to a per-case-basis, the cost to retailers would range between a low of

27 cents, and a high of 65 cents, or an average of 45 cents per case, not including bottle deposit costs and miscellaneous costs as shrinkage, refund slips, back door checking time, accidents, etc. Consumers should be expected to pay for these costs. The key question however, is: *Are they willing to pay the cost?*

Presently, the retail soft drink market in Michigan totals between \$165 and \$180 million dollars, being comprised of 55 to 60 million actual cases sold.

The average 12,000 square-foot supermarket sells an average of 400 cases of soft drink per week. Smaller grocers and beverage stores, sell an average of between 100 and 150 weekly. The major supermarket chain stores' 600 units in Michigan account for roughly one-third of the total sales in the state. The remaining two-thirds at retail is done by smaller independent supermarkets, grocers, beverage store operators, convenience stores and other establishments. Approximately one-third of the containers are sold in returnable containers, compared with two-thirds sold in one-way containers (split about 50-50 between cans and bottles).

The retail beer market in Michigan today amounts to about \$360 million, based on the 6.2 million barrels brewed last year, or about 90 million cases of twenty-four's.

The average 12,000 square-foot supermarket sells an average of about 112 cases of beer per week, or a little over 6,000 cases per year (based on the same figures used to compute the soft drink sales and costs). Retail beer sales, according to the AFD survey can be broken down to about one-sixth done by the State's major food chains' 600 units; and the balance by smaller independent supermarkets, grocers, beverage and convenience stores, and taverns, or five-sixths. For beer, about 29 to 30 million cases are sold in returnable containers, compared with the balance in one-way containers (split 50-50 between cans and bottles).

Again, we feel the answer to solving the litter and solid waste problem as it relates to our industry is through a total system approach. Government, industry and labor, must, together, develop ways and means to recycle waste so the problem can be eliminated through re-use of glass, metal, plastics and paper.

It's going to take a lot of work, but it can be done.

THE FOOD DEALER

Volume 45 — Number 2

Copyright, 1971

Official Publication of

THE ASSOCIATED FOOD DEALERS

434 West Eight Mile Rd. Detroit, Michigan 48220

Phone: 542-9550

EDWARD DEEB, *Editor*

MRS. CHERYL McWILLIAMS, *Office Secretary*

MRS. CONNIE BROWN, *Insurance Secretary*

Officers — 1971

WILLIAM BENNETT, *President*

Quik-Pik Food Stores Detroit

HARVEY L. WEISBERG, *Chairman*

Chatham Super Markets Warren

MIKE GIANCOTTI

Chairman, Executive Committee

Auburn-Orchard Super Markets Utica

ALLEN VERBRUGGE, *Vice President*

Verbrugge's Food Market Grosse Pointe

J. OMER GAGNE, *Vice President*

People's Super Markets Pontiac

RAY MARTYNIAK, *Vice President*

Ray's Prime Meats Trenton

EDWARD ACHO, *Treasurer*

J-A Super Market Detroit

Trustees

PHIL LAURI, *Chairman*

Lauri Bros. Super Market Detroit

ALEX BELL, Village Food Market Grosse Pointe

SIDNEY BRENT, Kenilworth Market Detroit

LOUIS GEORGE, Mayfair Super Market Detroit

DON LaROSE, Food Giant Super Markets Hazel Park

JAY WELCH, Hollywood Super Markets Royal Oak

AL WYFFELS, Albert's Fine Foods Detroit

EDWARD DEEB, *Executive Director*

GEORGE BASHARA, *Legal Advisor*

Directors

LAFAYETTE ALLEN—Allen's Supermarkets Inkster

WILSON BOYD—King Cole Super Markets Detroit

SAM COSMA—Atlas Super Market Pontiac

REUBEN COTTLER—Dexter-Davison Markets Oak Park

JACOB GRANT—Farmer Grant's Market Ann Arbor

SID HILLER—Shopping Center Super Markets Southfield

JACK HAMADY—Hamady Super Markets Flint

GEORGE JERRY—C. Jerry's Super Markets Port Huron

THOMAS JOSEPH—Joseph's Market Detroit

F. A. KENNEDY—Polly's Super Markets Jackson

DANNY KNOPPER—Danny's Super Markets Detroit

FRED LEVEY—Lindy's Super Markets Detroit

MOYED NAJOR—Publix Super Market Detroit

SABAH NAJOR—Lucky Strike Super Market Detroit

JAMES PEABODY—Peabody's Market Birmingham

R. JERRY PRZYBYLSKI—Jerry's Butcher Shoppes Wyandotte

PHIL SAVERINO—Phil's Quality Market Detroit

LOUIS VESCIO—Vescio's Super Markets Saginaw

THOMAS VIOLANTE—Holiday Super Market Royal Oak

JERRY YONO—Imperial Quality Market Detroit

TONY ZERILLI—Big-A Super Market Birmingham

The Sounding Board

To the AFD:

I want the members of the Associated Food Dealers to know of my deep appreciation for all the help and concern you have shown me recently while I was under the Federal Poultry inspection law, with an inspector full-time in my store.

The small businessman will surely be greatly benefitted by the AFD and people like you who are standing behind them ready to help and give advice and encouragement. Thanks for the help you gave.

Marvin A. Roblee

Vergote Poultry Market

Detroit

I want to thank you for again inviting me to participate in your program at the annual banquet. The overwhelming turnout is a tribute to your fine organization and the leadership which you display.

Judge George N. Bashara, Jr.

Wayne County Probate Court

Congratulations to the AFD on another wonderful Food Trade Dinner. On behalf of myself and my wife, and DAGMR, I wish to thank you most kindly for a very fine evening. Your invitation to join us at the head table was most appreciated.

Howard Phillips

President, DAGMR

It was a distinct honor and pleasure to be your guest at the Associated Food Dealers' Annual Food Trade Dinner and installation. You are giving the food industry excellent leadership. With this kind of organization, a great deal of effective work will be accomplished in solving the problems facing the food industry. Many thanks.

John W. Allen, PhD, Director

Food Marketing Mgt. Program

Michigan State University

Just a note of praise on your Annual Food Trade Dinner. We all had a very enjoyable evening. Keep up the good work.

Albert C. Burbary

Mid-America Associates

Southfield

Many thanks for the information on *The Food Dealer* and your fact sheet on the food industry. We hope to review these more carefully in the future. Thanks also for the kind offer to supply this office with a copy of your publication. I am sure this will be most helpful in keeping us informed of current happenings in the food industry.

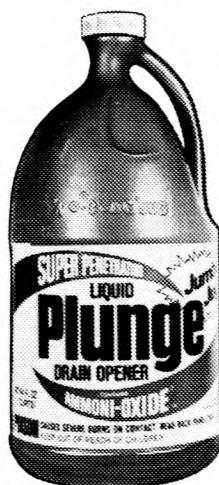
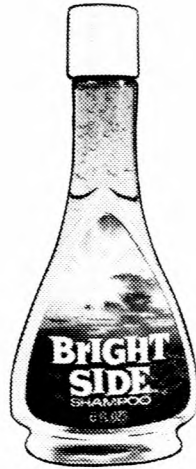
Peter J. Wright

Commercial Officer

Canadian Consulate, Detroit

In the Detroit-Southeastern Michigan area

**The brands that mean business
are advertised on**



WWJ ^{RADIO} ONE

WWJ-TV 4

WWJ ^{RADIO} ONE

WWJ-TV 4

WWJ ^{RADIO} ONE

WWJ-TV 4

WWJ ^{RADIO} ONE

WWJ-TV 4

WWJ ^{RADIO} ONE

WWJ-TV 4

WWJ ^{RADIO} ONE

WWJ-TV 4

WWJ ^{RADIO} ONE

WWJ-TV 4



ED DEEB

OFF THE DEEB END

The Price War

No matter how you slice what's going on in the Detroit retail food industry, it's called a price war.

There are several factors which have led to the current food price war. They include the GM strike of 1970, inflation, settlement of three union contracts involving the chains last year, and the move by Allied to go "discount" in this area.

It became evident last summer that the supers had to do something to cut expenses, while increasing productivity of workers. If you will recall, the AFD even recommended to members they experiment with shorter hours, but that fell through after only two weeks.

With only so much volume to be had, it was apparent the Wrigley razzle-dazzle only prodded its competitors into action. With employment down, consumers spending less, costs up and profits down, therein lies the start of the war.

In order to survive a hot competitive price situation, one must have the volume to make up for the fantastic amounts of dangerous below-cost selling that goes on.

In an effort to woo and wow customers, the chains began spending more on elaborate public relations and advertising campaigns, trying to "prove" to shoppers they will not be out-done or undersold, including Farmer Jack's recent offer to match prices.

Although we realize the name of the game is "survival," what about the little guy who doesn't have the buying power or the millions available to the bigger chains? In fact, what about the bigger guys who may fall because of the tactics or a lack of volume?

Perhaps it is time to begin seriously thinking about self-imposed food price stabilization guidelines in Michigan.

And what about the consumer? In the long run, stable food prices would provide consumers even more values for less cost on the average in the future.

Recent moves of the food retailers only cause consumer confusion, is unfair to the smaller merchants, and misleading. With the credibility and integrity of our industry at stake, the time has come to end the war.

Viva peace and stability! End the war, today!



Detroit Food Brokers Assn. Sports Night Set, April 28

Members of the Detroit Food Brokers Association (DFBA) will again play host at its annual Sports Night, being held Wednesday evening, April 28, at the Raleigh House, in Southfield, according to announcement by president Robert Reeves. Featured speaker of the evening will be Detroit Lions quarterback Greg Landry. Films of highlights

of the 1970 Lions games will be shown.

For further information or reservations, members can call John Kimball of McMahon & McDonald, (313) 477-7182.

Recently, the DFBA hosted executives of the Miesel Company at a dinner meeting, with key remarks from president Ed Miesel.

Chatham Announces Personnel Promotions

Chatham Super Markets, operator of 29 food centers and an AFD member, has announced four recent personnel promotions or additions to its executive staff.

Julian (Dutch) Leonard has joined the company as head grocery buyer and merchandiser. He was formerly connected with Allied Supermarkets, it was announced by Harry Resnick, Chatham vice-president and sales director.

At the same time, Robert Brimm has joined Chatham as its new controller. Brimm comes to the firm from the A & P Tea Company where he served as controller for the Columbus, Ohio division.

In addition, David M. Carlson has joined the food chain's staff as director of information services and coordinator of Chatham's data processing department.

James Aroney, formerly with Grand Union Super Markets, New Jersey, has joined the company as produce merchandiser.

Joe Mummery Retires From Spartan Stores

Joseph Mummery, 20-year veteran with Spartan Stores, Inc., an AFD member, retired recently from the firm. He began with Spartan in 1951 as a grocery buyer at the Grand Rapids headquarters. He transferred to the new Plymouth division in 1962, where he headed the buying staff prior to retirement.

Quik-Pik Stores Moves to New Quarters

Quik-Pik Food Stores, an AFD member and operator of some 30 convenience stores throughout Michigan, has relocated its general offices. The new address is 18143 James Couzens Hwy., Detroit, Mich. 48235. The new phone is (313) 342-8811.

Eckrich Announces New Muskegon Manager

Leon E. Zacharias has been named district sales manager for the Muskegon area for Peter Eckrich and Sons, an AFD member. Zacharias had been a salesman in Eckrich's Detroit office since 1961.

Convenience Packaging Group Relocates

The newly-formed Michigan Council for Convenience Packaging (MCCP) has announced its relocation to 611 Michigan Mutual Building, 28 West Adams, Detroit 48226. The group was formerly located at 350 Madison, Ave., in the Music Hall building.

At the same time, Robert B. Healy of the Detroit Coca-Cola Bottling Company, an AFD member, was recently elected the new president of MCCP. He succeeds Robert Schiffer of the Michigan Brewers Association. Other officers include: Walter J. Voss, of Vernor's Inc., vice-president; and Ed Deeb of the Associated Food Dealers, secretary.

Got A Gripe?

Or A Problem?

Then Call

THE PANIC LINE

566-2429

(313 IN DETROIT)

For Action!

KAPLAN'S Wholesale Food Service

- FROZEN FOODS
- KRAFT PRODUCTS
- CHEESE SPECIALTIES
- PILLSBURY BISCUITS
- BUTTER and OLEO
- EGGS
- SPARE RIBS
- BEEF SIDES and CUTS
- FRESH LOCAL PORK
- LUNCHMEATS & SAUSAGES
- SMOKED HAM and BACON
- SALT PORK
- CHITTERLINGS HOG MAWS

DAILY DELIVERY

Call us or stop in and pick your own!

2630 Riopelle • Detroit • WO 1-6561

(In the Eastern Market)

THE PRESIDENT'S CORNER

ID Cards Will Solve Check Fraud, AFD Tells State

By WILLIAM BENNETT

The Associated Food Dealers has called on the State Treasury Department to begin issuing identification cards with photo, similar to those issued to state employees, to help curb the growing problem of fraudulent passing and cashing of ADC and welfare checks in Michigan, now totaling over \$500,000.

As most of the AFD members know, the association has been actively working on this project for a number of years now. In writing State Treasurer Allison Green, the association commended his staff for doing a tremendous job in uncovering welfare fraud and "administrative laxity."

We still feel that ID cards would be the "best way" to eliminate government check frauds. The association first reviewed the goals recommended to county agencies by the State Treasurer, then probed even deeper, reiterating our requests of about a year ago.



BENNETT

We asked the state, through Mr. Green, to:

- Begin issuing ID cards with photo to all check recipients. Since the state issues the checks, the association felt it would be the state's responsibility to do so.
- Require that the ID card be shown by recipients when cashing checks, to protect both the recipient, and the merchant or banker cashing the check.
- Require that all recipients secure Federal Social Security cards, and that the SS number appear on all checks issued and on the card itself.
- Hold check recipients responsible for lost checks. The AFD has called on the Treasury and/or Social Services Departments to delay issuance of "second checks" until an investigation has been made, or until the first check has cleared the bank.

The association informed Green of the success of a similar ID card program in New York City, which enables recipients to cash their checks easier, because of proper identity.

It was about a year ago, December, 1969, that the AFD first met with officials of both state departments to outline the seriousness of the check problem.

While we await a response to our latest proposals, it behooves all merchants cashing various welfare aid checks to be extremely cautious. Be sure to get proper identification and record that information. If you are cashing a check for the right person, and can prove the date and time, and have records to this affect, you can probably appeal the "second checks" which are cashed, and for which the merchant usually gets stuck for.

Gov. William Milliken has indicated to us in the past that (1) he is in agreement with us that something must be done; (2) that the most feasible and practical approach at this time appears to be an identification card with photo which can be placed in the recipients' hand directly without the necessity for mailing; (3) that about \$50,000 is needed to implement a one-year feasibility project in Wayne County alone; and (4) that the responsibility of using existing state facilities to do the job will be explored. This is encouraging.

At any rate, the time has come to completely eliminate the fraudulent passing and cashing of ADC and welfare aid checks in Michigan. Businessmen and taxpayers alike are losing valuable dollars which surely can be used for worthwhile purposes in today's current financial squeeze.

The sooner the better for all concerned!

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

1923 Frederick • Detroit

571-2500

"First We Render Service"

AFD MEMBER

YOUR FEES NEEDED TO WIN THE BATTLE AGAINST STREET CRIME

America's greatest threat is from within. We are not even talking about the revolutionaries and radicals on the homefront. We are not talking politics of any kind. We are talking about a threat that is perhaps more dangerous because it affects our daily life and security. This crisis is in the form of violent street crimes throughout our cities.

In prior battles our course was clear. The battle against crime in the streets, however, has been marked by confusion, paralytic lack of action, general failure, and frustration.

EFFECTIVE SOLUTION OFFERED

The only workable and effective solution to this pervasive threat is now being offered by The Wakefield Plan. This plan is endorsed by police associations, business, communities, and civic-minded citizens throughout Michigan. Specifically, a constitutional amendment is proposed that directs the police, courts, and jails to concentrate in the vital area of street crime.

Highlights of these provisions call for:

- Ninety percent of regular city police manpower to be concentrated in the streets. Foot patrolmen to be strategically placed throughout high crime areas.
- Courts would be obligated to try street crime cases

within 90 days. For most nonviolent crimes, summonses will be issued instead of pre-trial arrests in order to reduce overcrowding in the courts and jails.

Because businessmen have a great economic interest in seeing an end to street crime, they will be asked to pay a fee to promote this effort. This will defray costs of extensive advertising as well as costs of legal, sales and office personnel that are required to assure the success of this vital campaign to end street crime. Your prompt participation in providing the necessary fees can help assure the successful pursuit of this objective.

GOAL IS 300,000 SIGNATURES

Each subscriber in this petition drive will receive a twenty-vote petition form, as well as all promotional material to help him secure twenty signatures among his customers, friends or family. A goal of 300,000 signatures is needed to get this amendment on the ballot.

When the necessary signatures are obtained, The Wakefield Plan Company will then continue its advertising and educational programs to assure the passage of this amendment in the general election.

Let us save our cities and streets from the criminal siege which has reached crisis proportions. There is no more powerful armament in this battle than your participation by fee and signature to get this job done.

**THE FUTURE OF OUR WAY OF LIFE
HINGES ON YOUR DECISION—**

THE WAKEFIELD PLAN COMPANY
18280 W. 10 Mile Road
Southfield, Michigan 48075
Phone (313) 355-0060

THE WAKEFIELD PLAN
To
STOP  In The
Streets
Needed Your Share in This Effort

The Wakefield Plan Company
18280 W. Ten Mile Road
Southfield, Michigan

YES! I want to back The Wakefield Plan to stop crime in the streets!

☐ I wish to be a subscriber and enclose _____ \$75.00 fee(s) for _____ 20-signature petition form(s) and all accompanying literature.

☐ I wish to see a representative to get additional information.

Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

*Please make checks payable to The Wakefield Plan Co.

AFD's Food Trade Dinner Highlights Grocers Week

It was the biggest yet! We're talking about the recent 55th Annual Food Trade Dinner of the Associated Food Dealers which saw over 1,100 retailers, wholesalers, manufacturer and broker representatives pack the Raleigh House. The event was also the highlight of "Grocers Week in Michigan." Installing the officers and directors was Wayne County Circuit Judge Roland Olzaark, assisted by Probate Judge George Bashara Jr.

At this time, the AFD wishes to thank various companies for helping to make the big night the success it was. First, our thanks to the Pepsi-Cola Company for again hosting and sponsoring the cocktail hour; to Michigan Wineries for providing the tasty dinner wines on the tables; and to Frito-Lay, Kar-Nut and White Star Dairy for providing the snacks during the cocktail hour.

Thanks also to the following companies who co-sponsored the banquet: Farm Crest Bakeries, Darling & Company, Detroit Rendering Company, Wayne Soap Company, ITT-Continental Baking Company, Kraft Foods, National Brewing Company, Pepsi-Cola Company, Schafer Bakeries Inc., Sealtest Foods and Ward Foods (Tip Top).

Also, our thanks go out to the following for co-sponsoring the evening's entertainment: Borden Company, Detroit Coca-Cola Bottling Co., Faygo Beverages, Frito-Lay, Grocers Baking Company, Grosse Pointe Quality Foods, Hobart Manufacturing Company, Kar-Nut Products, Squirt-Detroit Bottling Company, Stroh Brewery Company, James Tamakian Company, United Dairies, Velvet Food Products, Vernors, Inc. and White Star Dairy.

Our appreciation is also extended to the Pontiac Press, General Mills and White Star Dairy for providing the prizes for the evening; and to Robert Bowlus Sign Company for supplying the attractive signs and posters.

The AFD and its directors and members are truly grateful to the above companies, and to all the companies and their representatives who attend the big annual celebration. We look forward to seeing you all again at our Awards Banquet in September, and our 56th Annual Food Trade Dinner next February.

Position Wanted

Man with 11 years experience in food industry as divisional and national sales manager, seeks position with progressive food company. High performance record; 33 years of age; BA degree. Contact Earl Goldstein at 644-7364 in Troy. Or, write, 3126 Gloucester, Troy, Mich. 48084.

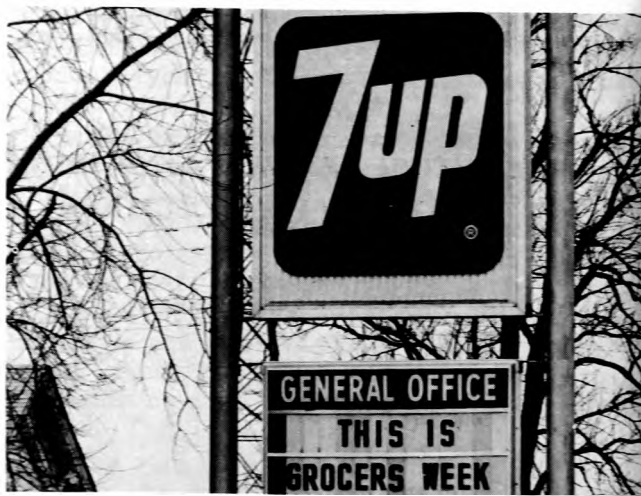
Grocers Week 1971



SOFT DRINK companies printed and posted special Grocers Week signs on all of their trucks. So did the baking companies. Dairy firms printed Grocers Week proclamations on side panels of milk cartons. Lou Fusco, center, above, of Pepsi-Cola Company goes over a sign on a Pepsi truck with fellow employees.



FOOD MERCHANTS throughout the state participated in Grocers Week Activities. Albert Wyffels and Art Martin of Albert's Fine Foods are shown about to place banners commemorating the occasion in his store. Campbell Soup Company again provided the attractive Grocers Week kits and banners. Wholesalers and retailers tied-in by running special promotions for the big week.



SIGNS LIKE THIS appeared throughout Michigan. In addition, to the one in front of the Seven-Up headquarters, electric signs flashing Grocers Week appeared on company signs overlooking the various Detroit freeways courtesy Michigan Consolidated Gas Co., Detroit Edison, General Tire Co. and Ford Motor Co.



AFD FOOD TRADE DINNER
55th Anniversary
A CAMERA-EYE'S VIEW



THE BELL RINGER

Area Price Competition Plays Havoc With Chains

By ALEX BELL

Well, it's that time again. So watch out, who knows what will happen?

Thatwuzahelluva party! We mean the 55th anniversary deal of the AFD at the Raleigh House was quite a bash. If you didn't attend, you must be a real dum-dum. And we had several key governmental and community leaders with us, to see the food industry in attendance, over 1,100 strong.



BELL

Among other things, we did pick up a few items for our column. For instance, the Don of the Main St. Mafia, Tom Violante's reason for not wearing a tuxedo was believable. He told us he started to put it on and found two bullet holes in the pants. Tom, stay away from the bad guys.

Bill Bennett told a goody about remembering when the air was clean, sex was dirty and there was a profit in the food business. How True. The new chairman of the board did a real good job on his talk too. You see, Harvey, you can too say it all in 10 minutes. Well, no more on this subject. Let's move onto other interesting things.

Verbal Pollution: Emil Mazey of the UAW calls his striking office workers greedy and selfish. Looks

like the pot calling the kettle black. Hey Emil, did you cross the picket line?

What-Else-Is-New-Department: A local food chain states that "unusual price competition among supermarkets in Detroit" played havoc with its earnings.

For a good story, ask Jay Welch to tell the one about the \$90 watch that cost about \$200. It is a goody.

We know it is hard to believe, but there is a bordello in Nevada that has a landing strip for air-minded customers. We still have a few seats left on the next flight. We'll go on a 604.

Our first wife says she remembers when the girls did not wear "hot pants." They had them. We are afraid the old girl is beginning to show her age.

At a recent meeting at the Detroit Hilton, Don LaRose spilled a cup of coffee when he saw our waitress, Dean. Well, Don, we did a little investigating and found out that she was left over from a Geritol convention. Also a note to Lester Howe of Philadelphia: that was not her lungs that were inside the sweater. End of investigation. The smiling Mohican from Yonkers though, said she had the sex appeal of chilled Lysol.

We might state here that the reason Art Miller missed his plane back to New York was because he attended a meeting of the Detroit Cultural Society. The meeting was chaired by that great exponent of culture, Jay Welch. Hmmm.

Eddie Acho refers to his wife and himself as "Adam and Naive."

Our local schools should have a course in "Respect for the Law."

Our first wife comes up with this cutie: "It's sad for a girl to reach the age where men consider her charmless. But it's worse for a man to hit the age — Where the girls consider him harmless."

That's OK baby, we learned a long, long time ago that alimony was the original pay-after-you-go plan.

How many of you retailers who are reading this column like money? The way we see it, nobody likes

THE WAYNE SOAP COMPANY



Growing Thru Giving
Good Service

BUYERS OF BONES
FAT, TALLOW &
RESTAURANT GREASE

842-6000

DETROIT, MICH. 48217

AFD Member

that Green Stuff. We have been pounding away for a long time about House Bill 3181. Right now we know that some dummy is saying to himself: "What is HB 3181?"

Well, noodnik, let us tell you that HB 3181 is a Michigan bill to get a minimum mark-up on beer and if that isn't money, tell daddy about a good substitute. And for your information, this bill is bottled up in committee, as they say in Lansing. So, make your voice heard if you want HB 3181 out of committee and passed.

* * *

Mike Giacotti tells us he knows of the two things that make unhappy marriages — men and women.

* * *

Many years ago the editor of the New York Times gave an answer to a little kid called Virginia. In essence, it said: "Yes, Virginia, there is a Santa Claus." Well, let me paraphrase that one: Yes, F. J., there is a John Wayne, but then a lot of people believe that Santa Claus is phony too.

Also, their latest gimmick, "The Bellringer," I've been using for about 10 years. We have another one that gets attention: "Where the action is." You can use that one if you want too.

* * *

Brownie of Eastern Poultry passes this one on. The difference between a guy that has amnesia and a guy with magnesia, is that the guy with amnesia doesn't know where he is going.

* * *

Special to Bev Welch: There is no such thing as a dirty old man anymore. So please call me a Sexy Senior Citizen after this time.

* * *

The Rumor Mill is working again. It is now the number one rumor that Safeway is going to come into this marketing area. We think this is a large crock. Any national chain that would come into this market has got to be out of their corporate skull — unless they can get something for about 50¢ on the dollar, and it could happen. Take it from me. Why go anywhere else?

* * *

At least one retail food chain has the intestinal fortitude to take on the Agriculture Department. We are talking about Chatham going after the department on the hamburger ruling. Go get 'em Harold!

* * *

Jerry Yono gives us this incisive description: "We are being castrated by taxation."

* * *

Don LaRose and your's truly were talking about transposing figures. Don assured us that he was the only one who could transpose the figures 99 and this takes a lot of concentration.

* * *

Charley Manos eat your heart out! Dear John, that's all she wrote. — ACB

Memo from Faygo

by
MORTON FEIGENSON
President



Unless retailers take a public stand against proposed one-way soft drink and beer container bans — and soon — I'm afraid such discriminatory laws will be passed in 1971.

The first blow could come in Michigan where Governor Milliken has already called for a phaseout of one-way bottles and cans.

Meantime, every large retailer I talk to is firmly opposed to handling only returnables, but equally reluctant to speak out publicly.

They constantly tell me how deposit bottles require special check-in sections, special clerks to make out refund slips and additional store personnel hours to sort and move bottles and cases to back rooms where they tie up valuable space.



But this story should be told to legislators. I believe retailers' voices would have credibility and would influence lawmakers more than the voices of soft drink bottlers and brewers who have been most vocal to date on the issue.

Consumers need telling, too. They have been led to believe that, with one-way bans, returnables could be sold at prices close to those of a few years back. This is just not in the cards.

Obviously, soft drinks and beer packaged only in return bottles have very high built-in labor costs. These costs are at store levels, at delivery truck levels and at bottling plant levels. Moreover, they are costs which can go only one way — UP.

The biggest argument for deposit bottles is a pie-in-the-sky assumption that litter and solid waste will be greatly reduced. This argument loses sight of the fact that one-ways comprise only a small fraction of the debris on highways and rubbish coming out of homes.

Business groups agree that recycling is the only long term answer.

To significantly shrink the total litter and waste disposal messes, one-way package bans would have to include enough other food and grocery products to set the supermarket industry back a century.

Yet, retailers hesitate to make their opposition known, even though they foresee that one-way beverage bans almost certainly will be followed by other package bans. Many fear picketing or other reprisals by groups who, out of emotionalism, favor unprecedented laws.

We submit that these are times when American businessmen must start opposing irrational appeals which can take away traditional rights without really solving problems.

Hopefully, retailers will speak out publicly soon. The pressures being brought to bear by ban advocates on legislators have reached tidal wave intensity.

Time is running out.

Three New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food distribution association and service organization, representing over 2,100 members wishes to welcome aboard three new supplier members to the association. Their names, addresses and phone numbers are as follows:

H. J. Van HOLLENBECK DISTRIBUTOR, wholesale beer distributors, 60 N. Rose, P. O. Box 668, Mt. Clemens, Mich. 48043; phone 293-8120.

DETROIT WAREHOUSE COMPANY, one of Detroit's leading food storage warehouses, 12885 Eaton Ave., Detroit, Mich. 48227; phone 491-1500.

RECEIVABLE MANAGEMENT ASSOCIATES, offering a complete line of receivable systems, including pre-collection and collection services, 22932 Woodward Ave., Ferndale, Mich. 48220; phone 564-6334.

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



HARVEY L. WEISBERG, center, executive vice-president of Chatham Super Markets, and chairman of the Associated Food Dealers, is shown accepting a citation from Mayor Norman Feder proclaiming "Harvey L. Weisberg Day" in Southfield. Looking on at left is Harv's attractive wife, Lucille. The occasion followed the announcement that Weisberg was named Man of the Year of the Morgenthau chapter of B'nai B'rith.



**BIG on FLAVOR! — BIG on VALUE!
BIG on FRESHNESS!**

TIP TOP BAKERS

IN FLAVORGUARD OLEPHANE WRAPPER

3600 TOLEDO SUSTAINING MEMBER Phone TA 5-6470



**BIG
PROFIT
CHAMP**

Big in every way

CASH IN!
Call 826-5030

Peters SAUSAGE COMPANY

**United
Dairies**

Quality, taste!



For more information call 542-1270

**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 FOOD RETAILERS
Michael Giancotti, President**

WHEN YOU'RE DISABLED AND CAN'T WORK...



YOU CAN COUNT ON THE AFD'S INCOME PROTECTION PLAN FOR EMERGENCY CASH TO LIVE ON!

When a disability strikes, you face this cold, hard fact — your regular income will be cut off! Protect yourself now against such a financial disaster with the official **Income Protection Insurance Plan** available to you as a member of the Associated Food Dealers.

PAYS YOU UP TO \$500.00 A MONTH
when you're sick or hurt and can't work.

These benefits are **tax free**, paid directly to you to use as you see fit — for food, your home, car payments — even to help pay extra hospital and doctor bills that accompany a serious disability.

The AFD's Income Protection Plan covers you on or off the job, in or out of the hospital, and pays in addition to any other insurance you may have. What's more, your plan pays \$1,000.00 for accidental death and pays up to \$23,000.00 for accidental loss of limbs, sight, speech or hearing, on a scheduled basis.

You can afford the AFD's plan! The wide selection of monthly benefit amounts lets you tailor your plan to fit both your budget and your insurance needs. This, combined with liberal benefits and valuable extras — all at low Association Group rates — means you get **more coverage for your money!**

ALSO AVAILABLE — UP TO \$20,000.00 LIFE INSURANCE! Provide more financial security for your family with the AFD's Life Insurance Plan. It's the ideal, low-cost way to increase your present life insurance estate to meet today's inflated security needs.

ACT NOW! Get the full details on the AFD's insurance plans — just fill out the Information Certificate below and mail it today.

INFORMATION CERTIFICATE	
INSURANCE GROUP DEPT. Associated Food Dealers 434 W. Eight Mile Road Detroit, Michigan 48220	
Please rush full details on the insurance plans available to me as an AFD member. I am interested in:	
<input type="checkbox"/> Both Plans.	<input type="checkbox"/> Income Protection. <input type="checkbox"/> Life Insurance.
Name _____	
Address _____	
City _____	
State _____ ZIP _____	
<div><div>UNDERWRITTEN BY</div><div>Mutual of Omaha The Company that pays</div><div>Life Insurance Affiliate: United of Omaha</div><div>MUTUAL OF OMAHA INSURANCE COMPANY HOME OFFICE OMAHA, NEBRASKA</div></div>	
FILL OUT AND MAIL TODAY	

Merchandising

Harry E. Mayers Associates, an AFD member, has been appointed broker for Rath Packing Company for grocery products, Glissen Chemical Company, and the Kemen Sausage Company.

Specialty Foods Company, an AFD member, has been appointed distributor for the Old Monk Company, for eastern Michigan. The Illinois-based firm produces and distributes a variety of condiments.

Jabboori Importing Company has been named U.S. importer and distributor for Pure Date Syrup, produced by growers in the Middle East. Information on this item can be obtained by contacting Mr. Jabboori at his store (313) TO 5-4007.

Swanson Cookie Company of Battle Creek, bakers of Archway cookies, an AFD member, has announced a new line of premium cookies products. Called

the Baker's Choice line, it will retail at 49¢ and 59¢ per package.

Acme Detroit Food Brokerage, an AFD member, has announced that Mr. Soph Ouwerkerk has been named manager for its Grand Rapids and Western Michigan area.

Coca-Cola Bottlers of Michigan, AFD members, have announced a new formulation for its Tab soft drink product. The new formulation with only one calorie per six ounce serving, will be backed by an extensive promotional campaign.

Peter Eckrich and Sons, an AFD member, is marketing a new bologna product in Michigan. Pickled Ring Bologna is an all-meat product comprised of beef and pork.

The Stroh Brewery Company, an AFD member, has announced that Robert B. Hetrick has joined the firm in the newly created position as director of marketing services. Mr. Hetrick comes to Stroh's from Milwaukee where he had been with the Jos. Schlitz Brewing Co. in a similar position.

Kowalski Sausage Company, an AFD member, has announced three major appointments. Edward Kudzia has been named general manager, a new post; Dennis Fielding, former controller, was named secretary-treasurer of the corporation; and Ulrich Eggert, was appointed the new controller.

The Test Of Time . . .

88 Years
Of
Successful
Service



To Slaughter Houses, Wholesale &
Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

Darling & Company

3350 Greenfield Road
WA 8-7400
Melvindale, Michigan

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

ALLIED MEMBER



NEW BOARD — Pictured above is the new officers and directors of the Grocery Manufacturers' of Eastern Michigan. Seated, from left, are: Dennis Casey of Procter & Gamble, treasurer; Norman Brannon, Stark & Sons, second vice-president; James Doman, Wilson Brokerage Co., president; Jerry Auger, Johnson Wax, first vice-president; and Norm Bonnell, Hills Bros. Coffee, secretary; **STANDING** — from left, directors Andy Fraser, Pillsbury Co.; Dale Cotie, Quaker Oats; Gene Eckstrom, Paul Inman Associates (Chmn.); Bob Redmond, Lever Bros.; and Ron Seager, Harris Crane & Company.

U.S. Entering Era of the Young Marrieds

The U. S. census director recently portrayed America as a nation entering the "era of the young married," with a population that is younger, increasingly suburbanized, richer and — sweet words for Detroit — stepping up its demand for automobiles.

That demand could reach 20 million cars a year within the next 20 years, doubling today's demand, said George H. Brown, a former market research director for Ford Motor Co. who became head of the Census Bureau in 1969.

Brown spoke at a noon luncheon of the Economic Club of Detroit and at a press conference recently.

Over the next 10 to 15 years, he said, there will be an additional 19 million persons in their 20s, 30s, and early 40s. By contrast, there will be little increase of persons aged 45 to 64.

The number of marriages will remain high, over two million a year, and the Census Bureau expects a strong demand for private homes in suburbs.

The rapidly forming families will be wealthier than ever, perhaps doubling their real yearly income from today's \$8,600 to \$15,000 by 1985.

"WE ARE heading into a society of an affluent majority," Brown declared.

The growth of young, affluent, suburban families means a growth in demand for cars rather than for mass transit, he added.

He said the lower densities of suburbs plus the spreading out of retail areas works against mass transit, which to be economical requires large numbers of people living in densely populated areas.

"People increasingly choose the auto over mass transit even when mass transit is pretty good," Brown said.

FORMULA FOR PLANNING

Take 12 fine, full grown months, free from memories of resentment, rancor, bitterness and jealousy. Cleanse them completely of every clinging spite. Pick off all specks of pettiness. Then cut them into 30 or 31 equal parts. Don't attempt to make up the whole batch at one time; prepare them day by day as follows: Into each day put equal parts of work, hope, patience, courage, faith, kindness, courtesy, rest, prayer and meditation. Add an ounce of good spirits, a dash of fun, a sprinkling of play, a heaping cupful of good humor, and a pinch of folly. Then pour in love and mix with vim.

United Dairies Acquires Glacier

United Dairies, an AFD member, has announced the acquisition of Glacier Frozen foods, distribution of retail frozen food products. Glacier will be operated as a wholly-owned subsidiary of United in conjunction with the dairy's ice cream division. Manager of the combined operations is Chris Triffon, according to an announcement by Al Weiss, United president.

Glacier, located at 7420 Intervale, Detroit, distributes a wide variety of brand name foods and pastries, in addition to the Frosty Acres line, which it handles exclusively, Triffon said. The current facilities have been completely remodeled. Projected Glacier sales by the end of the year should reach \$5 million, according, to Triffon.

RETAILERS WHY FUSS?

**LET THE A.F.D. PROCESS ALL
YOUR COUPONS FOR YOU THRU
OUR COUPON REDEMPTION CENTER!**

COUPONS MEAN CASH!

WE EMPLOY THE HANDICAPPED.

DROP THEM OFF OR MAIL TO:

**Associated Food Dealers
434 W. Eight Mile Road
Detroit, Michigan 48220**

TAX TOPICS

Major Tax Developments You Should Know About

By MOE R. MILLER

Accountant and Tax Attorney

Many important changes in tax law in 1970 resulted from court decisions and treasury rulings. Here are some of the highlights of these developments, plus a word of caution on the new effective rate required by the Fair Labor Standards Act.

MINIMUM WAGE

Effective February 1, 1971, employers will be required by the Fair Labor Standards Act to pay non-farm employees brought under the Act's coverage by the 1966 Amendments an hourly minimum wage of \$1.60. Formerly employees were entitled to a minimum rate of \$1.45 an hour.



MILLER

The \$1.30 hourly minimum wage for covered farm workers remains unchanged.

Employers also are reminded to comply with the overtime, equal pay and child labor provisions.

CORPORATIONS

A medical reimbursement plan for stockholder-employees only was upheld by the Tax Court. But the previous unfavorable decisions leaves the problem as one to be determined on a case by case basis.

A corporation's distribution of warrants to buy stock in its subsidiary is taxable when the warrants are received by the shareholder, not when exercised by him.

Cost of valuing stock paid by a corporation in redeeming a dissenting shareholder's stock is not deductible and must be capitalized.

Tax Court theorized in a recent decision that compensation to a stockholder-officer was unreasonable partly because the corporation paid no dividends. Even where the stockholder-employee's compensation was reasonable the Court of Claims treated part of it as a dividend since the corporation hadn't paid adequate dividends.

PSUEDO - CORPORATION

Corporation owning office building can't qualify as a psuedo corporation.

Disproportionate shareholders loans don't bar psuedo corporation election and the loan is not classified as a second class of stock.

Failure to pay accrued salary to related cash basis stockholder within the required 2½ months lost its deduction for that salary.

Profit sharing plans is an area that has been changed and classified similar to the Keough Plan. That is, ten percent (10%) of your salary not to exceed \$2,500.

DEDUCTIONS

Optional mileage deductions for auto travel were raised as follows: Business travel from 10 to 12 cents on the first 15,000 miles and from 7 to 9 cents for mileage beyond that; charitable or medical travel by an individuals own car from 5 to 6 cents per mile.

Employee can deduct the expenses if his office-at-home is appropriate and helpful even though not required by the employer.

Forfeiture of deposit on a purchase contract resulted in a deductible ordinary loss not a capital loss on the sale of property; said the Court of Claims.

Entertainment expenses not supported by written records were nevertheless held deductible by the second Circuit despite Treasury regulations to the contrary. The court held that oral testimony plus other evidence could support a claimed deduction. Your best bet is to keep detailed travel and entertainment records required to back up the deduction.

Moving expense deduction does not cover cost of shipping new furniture purchased to employee's new job location.

The time for seeking permission to change accounting methods was extended from 90 days to 180 days after the beginning of the year.

A theft loss deduction was allowed by the Tax Court despite the lack of specific proof as to the amount stolen.

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. Eighth Mile Rd., Detroit, Michigan 48220.

Support These AFD Supplier Members

ACCOUNTING, INSURANCE

Brink, Earl B. (Insurance)	358-4000
Gohs, Inventory Service	VE 8-4767
J & S Inventory Service	924-7070
Moe R. Miller & Co.	557-5255
Mid-America Associates	557-8410
Receivable Management Associates	564-6334
Retail Grocery Inventory Service	399-0450

BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	522-1100
Bonnie Bakeries	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
Koepfing's Bakery, Inc.	JO 4-5737
Magnuson Foods (Bays Muffins)	FA 1-0100
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
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
L & L Wine Corp.	491-2828
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
H. J. Van Hollenbeck Dist.	293-8120
Vernor's-RC Cola	TE 3-8500

BROKERS

Acme Detroit Food Brokerage	581-0410
Allstate Sales-Marketing, Inc.	535-2070
Steve Conn & Associates	547-6900
Continental Food Brokerage	533-2055
Harris Crane & Company	538-5151
DeCrick & Maurer	822-5385
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Fin Brokerage Company	342-3535
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
Paul Kaye Associates	864-7000
George Keil Associates	273-4400
Edward L. Kuester & Co.	928-7117
Charles Mascari & Associates	585-6145
Harry E. Mayers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	DI 1-8080
Northland Food Brokers	342-4330
Pepper & Vibbert	838-6768
Perraut, Ricker, Rooney & Co.	341-9033
Peterson & Vaughan, Inc.	VE 8-8300
P. F. Pfeister Company	491-2000
L. F. Rothschild & Co. (stocks)	(212) 425-3300
Sahakian & Salm	962-3533
Sosin Sales Co.	WO 3-8585
Stark & Company	358-3800
Stiles Brokerage Company	965-7124
Sullivan Sales	KE 1-4484
James K. Tamakian Co.	352-3500
Ned Weitzman Associates	272-3700
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 Company	557-3800
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
Leon's Home Made Foods	(517) 489-3766
Quaker Food Products, Inc.	874-0550
Specialty Foods (Deli.)	893-5594

EGGS AND POULTRY

Detroit Live Poultry Co.	831-4300
Eastern Poultry Co.	WO 1-0707
Orleans Poultry Co.	TE 3-1847
Page & Cox Eggs	838-6664
Water Wonderland Egg Corp.	789-8700

FRESH PRODUCE

Andrews Bros. of Detroit	841-7400
Badalament (bananas)	963-0746
Ciaramitaro Bros.	963-9064
Cusumano Bros. Produce Co.	921-3430
Gelardi Produce	WA 5-0969
North Star Produce	463-3484

GARDEN SUPPLIES

Fredonia Seed Company	427-8153
-----------------------	----------

INSECT CONTROL

Key Exterminators	EL 6-8823
Rose Exterminating Co.	TE 4-9300
Vogel-Ritt Pest Control	TE 4-6900

LINEN SERVICE

Economy Linen Service	843-7300
Marathon Linen Service, Inc.	WA 1-2727
Reliable Linen Service	366-7700

MANUFACTURERS

Aunt Jane's Foods	352-7330
Boyle Midway Company	543-3404
Diamond Crystal Salt Company	399-7373
Kraft Foods	946-5300
Lorillard Corporation	532-4768
Mario's Food Products	923-3606
Morton Salt Company	VI 3-6173
C. F. Mueller Company	543-8853
Prince-Vivison Macaroni Co.	775-0900
Red Pelican Food Products, Inc.	921-2500
Roman Cleanser Company	TW 1-0700
Rosenthal Cleans-Quick Corp.	261-2100
Schmidt Noodle Company	921-2053
Shedd-Bartush Foods, Inc.	TO 8-5810
Velvet Food Products	937-0600

MEAT PRODUCTS, PACKERS

AAA Meat Buying Service	382-7700
Cadillac Packing Co.	961-6262
Crown Packing Co.	TE 2-2900
Detroit Veal & Lamb, Inc.	962-8444
Bob Evans Farms, Inc.	(614) 491-2225
Feldman Brothers	WO 3-2291
Flint Sausage Works (Salays)	(1) 239-3179
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

Dak Packing Company	961-2160
Peet Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Co.	368-3310
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
Regal Packing Co.	875-6777
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
Hartz Mountain Pet Pds.	894-6300 or 923-4550
Ludington News Company	925-7600
Super Toy, Inc.	923-4550
Perfect Plus Inc.	961-6381
Wayneco 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
Bowlus Display Co. (signs)	CR 8-6288
Holden Red Stamps	255-3350
Reliable-Accurate Mailing Co.	831-4480
Stanley's Adv. & Distributing Co.	961-7177
Louis Stephen Company (Printers)	371-5670

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

SPICES AND EXTRACTS

Frank's Tea & Spices	352-2256
----------------------	----------

STORE SUPPLIES AND EQUIPMENT

Almor Corporation	JE 9-0650
Butcher & Packer Supply Co.	WO 1-1250
C & J Barbeque Sales (Oven King)	838-3701
Carrier Basket Service	866-1081
Central Alarm Co.	838-6365
Detroit Mini-Safe Company	372-9835
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
Square Deal Heating & Cooling	WA 1-2345

WHOLESALE, FOOD DISTRIBUTORS

Central Grocery Company	(1) 235-0605
Detroit Warehouse Company	491-1500
Glacier Frozen Foods	864-9005
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
Viking Food Stores	(616) 722-3151
Vlasic Food Co.	868-9800
Wayneco Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

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

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

Return Requested



Your son.
Today he's shagging balls. Tomorrow
he'll be slugging 'em out of sight.
Golf is one of the rare pleasures you can
share through a lifetime.
Pepsi-Cola happens to be another.
Somehow, Pepsi always belongs where people
have a **thirst** for living.

You've got a lot to live. Pepsi's got a lot to give.