



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

AUGUST, 1971



Mid Oak-Wayne's Ghanim Sesi, man of action.

Suburbs Agrees With Mid Oaks

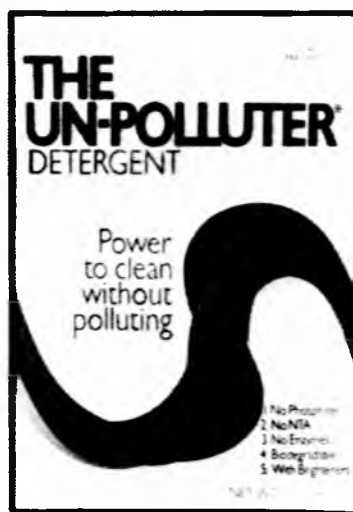
Ghanim Sesi, 33, arrived in the U.S. in 1957 and has been working in a grocery store ever since. Upon his arrival here from Telkaif, Iraq, his whole life has been the food business. Today, he is owner-operator of two stores known as the Mid Oak-Wayne Super Markets in the southwest Detroit suburbs of Wayne and Inkster.

(Continued on Page 3)

What About Cheating? — Page 6

In the Detroit-Southeastern Michigan area

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Suburbs Agree With Mid Oak - Wayne Super Markets

(Continued from Cover)

All however has not been quite that simple, Sesi says. "When I first came here I worked for various merchants. I couldn't wait to open my own store, which was in 1961, in Detroit's center city."

Although Sesi, an AFD member, was a successful inner-city grocer, it wasn't until he moved to the suburbs that he noted a big difference in the way people shopped and new types of services he had to provide.

"In the inner city areas, people purchased in piecemeal lots, one item at a time. In the suburbs, I noted people buy in more volume and take advantage of specials," he continued. "This meant as a retailer I handled considerably more sales and product volume in my suburban stores compared with my inner-city store," Sesi said. "It's a dramatic change in the way you and the people do business, especially for a newcomer."

But with more sales volume it meant more employees were needed to do the job. Sesi today employs an average of 9 persons to service the increased volume at each store. "Although I am today working harder each hour I'm in the store, I am also able to see more of my family." He and his wife Leyta, have a daughter, Princess, who keeps them busy at home.

Currently, Sesi plans a complete remodeling for both stores, beginning first with the Wayne store. Unlike a few disgruntled merchants who feel there is little hope for individual store operators (as compared with the chains). Sesi is quite optimistic about the future.

He says there is much hope and opportunity looming in the future for independents because discounting is on the way out. "How long can the chain stores continue to literally give away products, lose money and stay in business?"

For Sesi, and several others doing business in Michigan, there is "great potential" for the independents. "Personal service, greater operational flexibility, and quicker adaptation to specific customers in any area, are the real factors," Sesi told *The Food Dealer*.

The big key, he insists, is personal contact. "This is what can assure the independents they could control their own destiny. You as an independent merchant can correct a problem immediately, whereas it takes the chains a little longer."

Manager of the Wayne store is Edward Pianowski. Chief cashier is Miss Arlene Jones. Sesi's brother, Salam, is employed as a meatcutter in this store, which also serves as Sesi's main office.



Edward Pianowski, Manager



Arlene Jones, Cashier



Salam Sesi, Meat Department

THE FOOD DEALER

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The Sounding Board

To the AFD:

On behalf of the Freedom Festival Committee, I want to publicly thank Ed Deeb for his help in securing donations for the Old-Fashioned Picnic in Downtown Detroit, July 5. I also want to thank the contributing firms, including Ward Baking Company, Koepplinger Bakeries, American Bakeries, Continental Baking Company, Great Lakes Packing Co., Hygrade Food Products, Kowalski Sausage Co., Stroh Brewery Co., and Detroit Coca-Cola Bottling Co. Because of their generous response, the picnic was a great success.

Thomas P. Banas

Freedom Festival, Old Fashioned Picnic

I would like to assure (the Associated Food Dealers) that it was not (Life Magazine's) intention to suggest that the majority of grocers are anything other than scrupulously fair in dealing with customers, in our cover story July 16 about Bess Meyerson. However, until recently, complaints against the few dishonest merchants have gone without investigation. We must certainly support the role of the small independent businessman in the American economy and share your concern that he both survive and prosper.

Grace M. Mishkin

For the Editors, Life Magazine

The above letter was in response to a letter sent to Life Magazine by AFD president William Bennett.

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AFD MEMBER

Around the Town

Congratulations to **James Lauer** of **Hills Bros. Coffee** on his recent promotion to western zone manager for the company, working out of its San Francisco headquarters. Succeeding Jim as Detroit division sales manager is **G. Pat Deering**.

* * *

It's a small world as AFD directors **Phil Saverino**, **Omer Gagne** and **Tom Violante** will attest. The three are very active members of the **Lions Club** and managed to run into each other amid the thousands attending the group's annual convention in Detroit recently.

* * *

Congratulations to **Mr. and Mrs. Sid Hiller** (he's of **Shopping Center Super Markets** and an AFD director) for having won the grand prize during the recent open house of **Abner A. Wolf's** new **Livonia** warehouse. The prize: an all-expenses paid trip for two to Italy.

* * *

The AFD wishes to also congratulate **Prof. Lyman Bratzler**, professor of meat science at **Michigan State University**. He was the recent recipient of the **Distinguished Meat Teaching Award** presented by the **American Meat Science Association**.

* * *

James Lewis is the new general manager of **Farm Maid Dairy**, an AFD member. He succeeds **George Dempster**.

* * *

Isadore Malin, formerly with **Abner A. Wolf, Inc.**, has joined **Wayneco Wholesale Co.** as a sales representative, it was announced by **Sharkey George**, the firm's president.

* * *

Sullivan Sales, Inc., an AFD member, recently admitted the following employees to its corporation as stockholders: **Charles Batcheller**, vice-president of retail sales; **Bob Hennessy**, vice-president of industrial sales; and **Jane West**, corporate secretary and Sullivan office manager.

* * *

Moyed Najor, who with his brothers operates **Publix Super Market**, Detroit, has announced the opening of a second store in Auburn. Moyed is an AFD director.

* * *

Rev. Ray Shoulders, an AFD member who operates **Shoulders Market**, has opened a second store

(Continued on Page 9)

Memo from Faygo

by
MORTON FEIGENSON
President



Back in 1939 when **John Beckwith** first started his **B & B Food Market** in **Huntington, W. Va.**, he leased three small lots, built a ramshackle building on them with his own hands, spread sawdust inside to have a floor and stayed open 24 hours a day.

The around-the-clock schedule wasn't because of booming business. "I had to stay open," he recalls. "I couldn't afford a door."

Today, **B & B Food Market** sprawls over nearly a block in front of its own warehouse along **Huntington's Fifth Ave.**, has doors that open at 7 a.m. and close at 11 p.m. seven days a week, and does a \$10 million-a-year business which makes **Beckwith** the biggest single-store operator in **West Virginia**.

Today, too, the sawdust is gone. And what **Beckwith** still fondly calls "my corner grocery" is now an elegant 25,000-square-foot agora of everything in food products, including **Faygo** pop which moves across his checkout counters at a rate of 1,800 cases a week.



Dale Simpson (L), General Manager, and **John Beckwith (R)**, Founder-President, **B & B Food Market**, **Huntington, W. Va.**

His warehouse linked to his store by a powered conveyor system enables **Beckwith** to be his own wholesaler. So, you have to believe him when he says he offers shoppers quality brand name products at the lowest prices to be found in any **Huntington** supermarket.

"I have no redistribution costs," he points out, "and I pass this nearly 10 percent savings along to my customers."

However, the real well-spring for **Beckwith's** success as a grocer is obviously **Beckwith** himself. He is gregarious and keenly intuitive of what it takes to satisfy customers.

For example, nearly 60 of **B & B Food Market's** 150 employees serve as packers and carry-outers.

"When more than two people are waiting at a checkout," he says, "we immediately open up another. We don't want Mrs. Housewife getting to a **B & B** cash register angry that she had to wait in line as well as pay for her groceries."

It was nine years ago that **Beckwith** decided he needed a strong general manager to help pattern **B & B Food Market's** future. He spotted his man in **Dale Simpson** who started his food industry career in **Michigan**.

We asked **Simpson** if he was surprised that **Faygo** is now **B & B Food Market's** No. 1 selling soft drink line.

"Not really," he replied. "We needed a good pop line to push and **Faygo** is doing what we expected — putting some healthy profits in our soft drink section and supplanting returnable bottle sales."

"We make nearly 18 percent on **Faygo**. However, I don't think we make even 1 percent on soft drinks in deposit bottles. We have one man who does nothing but take care of returnable bottles and on weekends he needs two or three assistants."



ED DEEB

OFF THE DEEB END

On Cheating

Once again the word "cheating" has made headlines in connection with the Michigan food industry. The latest incident was last month when Detroit Weights and Measures Department official, George Lahiff, was attributed as saying Detroit grocers had "cheated" Detroiters of over \$3 million in food.

The last time this sort of thing happened was Oct. 28, 1969 when *The Detroit News* printed a headline over its listing of violations on its consumer page which used the word "cheating." Time before that was in 1965 when the Michigan Department of Agriculture used the word "cheating" in a news release it issued throughout the state, indicating the violators listed had been "cheating."

As you can tell, the AFD has been keeping very close watch over this, and called for retractions in each case. And, each time, we protested vehemently to use of any form of the word "cheat." Main reason why we are opposed to the word, is that it is misleading when it comes to food, and gives a businessman a black-eye when he may not have been cheating; such thing as an honest human error.

Of course by now, government inspection agencies, and hopefully the mass media, know that if a merchant is convicted of short weights he is not necessarily cheating. Meats, for example, have natural loss of moisture referred to as "shrinkage." This is one reason why the AFD has called for shrinkage standards with the State Department of Agriculture.

As a matter of fact, to use the word "cheating," a person must prove that the *intent* of the merchant or individual was to cheat or defraud a customer or the public, even when the merchant sells a package of meat under the stated weight.

In the case of the Detroit bureau, Mr. Lahiff later admitted he made the erroneous statements, but was quoting figures of the National Weights and Measures Association.

With the Michigan Department of Agriculture, following our meetings in 1965-66 after the news release went out with the word "cheating" in them, MDA publicly stated over the AP wires that "short-weighting is not cheating."

As for *The News*, following its use of the word cheating, and AFD's strong protest, editor Martin Hayden arranged for an excellent feature story which appeared on the consumer page, which was basically fair.

Unless proven otherwise, use of the word "cheat" or "cheating" is defaming, sensational and unfair. It will definitely get a headline. When we establish shrinkage standards, and find several packages underweight at any one given store, then perhaps we can assume the intent of a merchant as being dishonest. But then and only then.

Viva uniform food inspection, shrinkage and equipment standards!



AFD Awards Banquet Sept. 14

The seventh Annual Awards Banquet of the Associated Food Dealers will be held Tuesday evening, September 14, at beautiful Club Venetian, located at 29310 John R, Madison Heights, just a little north of Twelve Mile Rd., it has been announced by president

William Bennett. Invitations have gone out and if anyone desires to make immediate reservations, phone the AFD office (313) 542-9550. Ladies are also invited to attend, with ballroom dancing following the awards ceremonies. Ticket prices are the same as last

year's or \$25/couple. Also, tickets can be purchased from any of the AFD directors.

Members of the association are urged to keep their nominations for Salesmen of the Year honors coming into the AFD office, 434 W Eight Mile Rd., Detroit 48220. Deadline for mailing them in is Aug. 31, which barely gives us enough time to select the recipients and order the plaques. A nomination form is included in *The Food Dealer* magazine (or you can call the AFD office if you do not have one.) The awards annually go to those persons who have rendered distinguished service to food retailers in Michigan, Bennett said, and includes dissemination of product knowledge, understanding, education, merchandising techniques, etc.

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AROUND THE TOWN

(Continued from Page 5)

at Livernois and Courtland in the Motor City. He is using DSR bus card to promote his stores. Ray also announced that his wife, Carolyn, is the hostess of Heaven's Highway on radio station WIID.

* * *

AFD member George Grieb, operator of Grieb's Market, Ferndale, was one of the winners in that city's primary elections for the office of Commissioner. Good luck in the finals, George.

* * *

AFD vice-president Ray Martyniak, operator of Ray's Prime Meats in Trenton and Taylor, has announced he has expanded his gift and food basket service, and now offers 24-hour delivery service as well.



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THE PRESIDENT'S CORNER

Food Inspection Council: Step In Right Direction

By WILLIAM BENNETT

As you know, recently officials of the Associated Food Dealers met with officials of the Michigan Department of Agriculture in Lansing, then with the State Agriculture Commission in Traverse City, urging that uniform standards for food inspections, shrinkage and equipment be formulated between all governmental agencies at all levels.

In our presentation to officials of both agencies, we stressed the confusion over the standards now being used, which differ widely; and the cost of implementing some of the recommendations which may not necessarily be needed.

At the same time, we pointed out that in this day and age when citizens are being consumed by overwhelming amounts of increased tax payments, that uniform food inspection and equipment standards would also save taxpayers dollars, by not requiring the merchant to pass along unneeded costs. If government and business can perform more efficiently as a result,



BENNETT

and still save money for citizens, then this will be a real accomplishment.

In addition to asking for inspection, equipment and shrinkage standards, the AFD also urged that a Food Inspection Council or Commission be formed to regularly meet and review procedures, suggest standards, improve operating techniques, etc.

I am happy to inform you that the Michigan Department of Agriculture, at the request of the Commission, has asked that B. Dale Ball, MDA director, to set up a meeting with persons who could possibly make-up such council or commission. Mr. Ball is currently seeking to set up such a meeting probably for September, after which he will submit a report to the Commission.

The real interesting thing about all this, despite our legitimate requests, is that there has been, for the first time in several years, real dialogue between the Department, the Commission and the industry. I think this is truly a step in the right direction.

The council we requested can only improve and enhance future prospects and possibilities for even more dialogue with each other. Certainly it cannot hurt.

As it stands now, inspection agencies at all levels are using their own standards, and most of all differ from each other. The retailer and manufacturer is placed at a real and costly disadvantage, which is not truly in the best interest of our state's consumers.

I am happy also that Mike Giancotti, president of the National Association of Food Retailers, presented plans to this affect for similar action on a national basis at NAFR's Convention recently.

Perhaps now, food dealers will be able to perform the needed service to consumers that is expected of them, while at the same time being regularly fed education and information on standards and techniques which will bring everyone out of the dark and into the open.

Watch and see we'll all be better for it: government, business and the consumer! And we'll save money too!

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AFD Member

Stroh's Promotes Nine

Nine experienced members of the Stroh Brewery Company's sales-marketing team have been promoted to new positions, according to an announcement by Edward F. Rohlin, vice-president of marketing for the firm. They are:

Patrick J. Fox, to western division sales manager for Michigan, Wisconsin, Indiana and Illinois (a new position). He was formerly Stroh's sales manager of merchandising, and recipient of the Associated Food Dealers' distinguished service award.

Mort R. Engel, to eastern division sales manager for Ohio, West Virginia, Pennsylvania, New York and Kentucky.

Harvey T. Mueller, to regional manager for Ohio.

Thomas H. Bryant, to regional manager for Kentucky.

Donald C. Maley, formerly of Indianapolis, to company sales manager of special accounts, a new position, at headquarters.

Norman P. Swanson, to sales manager of Detroit's city sales division.

William Saxman, new administrative assistant to the president and executive vice-president, a new post.

Charles J. Korpel, to sales administrator.

Donald R. Bayer, to administrative assistant to the vice-president of marketing.



GRAND RAPIDS AREA representative for John Morrell & Co., Doug Dvorak, chats with Sister Mary Vincent of Marywood Academy, who was the second place winner in Morrell's recent His 'N' Hers Contest. They are pictured at the Meijer Thrifty Acres' Super Market, Michigan and Fuller Sts., Grand Rapids. The prize: a philharmonic stereo phonograph.

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CONGRATULATIONS IN ORDER — Bernard Weisberg, right, president of Chatham Super Markets, an AFD member, is shown seen congratulating James Cooke, chairman of Penn Fruit Company, Philadelphia, after Cooke was elected Super Market Institute's new president during SMI's recent convention in Houston. Weisberg was elected to a three-year term as an SMI director, and has served as an SMI vice-president.



TAKING A BREATH during the recent Open House sponsored by Abner A. Wolf, Inc., an AFD member, for all of its friends and customers. Pictured above, from left, are Ghanem Sesi of Wayne and Mid Oak Markets; Mr. and Mrs. James Rozek, he's Wolf sales manager; Omer Gagne, People's Super Markets and an AFD director; and Myer Berman, Wolf account supervisor.

Nation's Bad Check Figure Tops \$500 Million

Reliable national estimates place annual losses from fraudulent checks in the U.S. over \$500 million, with no letup in sight. One research firm estimates that 22 billion checks will be written this year, and the number could double by 1980. Ninety percent of all financial transactions are made with checks, and 80 percent of the nation's money supply is in the form of checking-account balances. There are more than 79 million checking accounts in the nation. The ranks of check forgers range from members of various crime syndicates to persons from high society. An ex-businessman once financed a \$1.5 million gambling spree mainly by passing bad checks. In another case, a housewife made a tidy haul when she got 35 cashier checks and in two days unloaded them on 35 banks. The average forged check amounts to \$250 to \$300, according to a spokesman for the Continental Illinois National Bank & Trust Co.

Casualty Insurance Pool

Government-subsidized crime insurance for business (and residences) became available August 1 in Michigan and 10 other states, it has been announced by the Department of Housing and Urban Development (HUD). Under the new program, federal burglary and robbery insurance will be sold through private agents up to a maximum for \$15,000 for businesses and \$5,000 for residences. In a departure from customary practice, rates will be computed on a metropolitan-wide basis. Suburban charges will be the same as inner-city charges. HUD said the 11 states were designated because they have "a critical problem of insurance at an affordable rate but have not taken effective action to provide insurance." (NOTE: The Associated Food Dealers cautions retailers or companies to read carefully and comply to the section titled "Protective Device Requirements" in the policy.

MOVING?

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THE BELL RINGER

C'Mon Fellas, Exactly What Is Premium Quality?

By ALEX BELL

Here comes another blockbuster, run for the hills!

I was out of commission for about four weeks, so there will be no hot scoops this issue. I am going to be real nice this time and just pick on our friends.

While we were sitting home watching TV and listening to the radio (a real luxury), we picked up a good one: Wrigley is now selling only the top three grades of USDA Choice. Come on fellas, let's not confuse the consumer! We don't believe that the USDA had divided USDA Choice into sub-grades. You (Wrigley) must mean the five yield grades. So why not tell it like it is (We have yet to see a yield grade No. 1 in USDA Choice.)



BELL

Also, F. J. has knocked off Wrigley's premium quality bit and used it. Come on again fellows, what is premium quality???

We had a roommate at the hospital and we really put him on. If you want the full story, you'll have to ask Al Nenni of the Roman Cleanser Company, an AFD member, who Mr. Foley is.

Random thought: Why don't the powers that be enact a law that anyone who strikes or resists a policeman should be thrown in the cooler for thirty days. That sure would cool off some hot heads!

We would like to thank our friends who visited with us and called while we were incapacitated. (Edeebnote: Try that one on for size, Eddie.) Also, thanks for the get well cards, especially to Harvey Weisberg for his initiation into the M.I.O.S. Sorry Harv, we will have to turn that one down. Reason: no stitches. I'll tell you about it sometime.

Our first wife comes up with this one: The weaker sex is the stronger sex because of the weakness of the stronger sex for the weaker sex.

We have received another Epistle from St. Francis of Arlington Heights, and reproduce it here-with:

"Just received the instructions for operating my Japanese-made and German-sold typewriter. Here is the copy of the German instructions:

"Achtung. Das machine is nicht fur gerfinger-poke and mittengraben. Is easy schnappen der springenwerk, blowenfusen und poppencorken mit spitzensparken. Ist nicht fur gwerken by das Dummkopfen. Das rubbernecken sightseeren keepen hands in das pockets. Danke schon. P.S. No wonder they lost two wars.

Yours truly — St. Francis."

And not being in too good shape, we cannot come back with any heavy stuff. Oh well, there's always tomorrow.

Our faith healer just gave us some good news. He told us we could go to Las Vegas if we did not go to church on Sundays, did not drive a car, no alcohol, and don't go out with girls. Hell, we might as well stay home. But, under those conditions, our first wife told us to go ahead and have a good time. This gal is all heart!

We have found out Eddie Aho's hangup is he doesn't know his left hand from his right hand and he is also confused! — by north and south. Ask, and I'll tell you sometime.

In this column, not being up to our usual high standards, we will not say "Eat your heart out Charley Manos." We love you Charley!

Mr. Manos has been worried about the origin of the name Harvey Wallbanger. Easy Charley, a guy called Harvey used to bang walls. Well?

Dear John, that's all she wrote.—ACB

**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**



WHO'S YOUR CHOICE FOR SALESMEN OF THE YEAR?

You now have the opportunity to choose or nominate your 1971 candidate for representatives of the year. This is not a popularity contest. We want you to select those representatives who you think best deserve the titles . . . Broker, Wholesaler, Manufacturers' and Driver-Salesman representatives of the year. The four chosen will be honored at the AFD "Annual Awards Banquet," to be held Sept. 14 at Club Venetian, Madison Hts.

Broker Rep. of Year _____

Company _____

Wholesaler Rep. of Year _____

Company _____

Manufacturers Rep. of the Year _____

Company _____

Driver-Salesman of the Year _____

Company _____

Reasons for Nomination _____

Signed _____ Phone _____

Store or Firm _____ City _____

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

Merchandising

Del Monte Corporation has announced that the theme for its annual Round-Up promotion will be wild west silhouettes, featuring materials for point of sale promotions. Eight 25x35-inch posters in addition to a larger theme banner, will show various action illustrations printed in black against various colored backgrounds.

* * *

Faygo Beverages, Inc., an AFD member, now expects record sales of \$27.1 million during its current fiscal year, or a more than 30 percent increase over the \$20.4 million reported for the company's 12-month fiscal period ended last Feb. Faygo earlier had projected fiscal year sales to be \$23 billion, president Mort Feigenson said.

* * *

Squirt-Detroit Bottling Co., an AFD member, has announced it is making available Nesbitt's Strawberry, bringing the firm close to providing a complete selection of Nesbitt's flavored products, in addition to its regular line.

Invitation to Manufacturers, Brokers

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

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

Four New Supplier Members Join AFD

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

NATIONAL CASH REGISTER CO., manufacturer and distributor of various cash registers and other retail-oriented equipment, 2875 W Grand Blvd., Detroit, Mich. 48202; Phone 873-5500.

SHERMAN & COMPANY, manufacturer representatives of hardware and houseware products, 17000 W Ten Mile Rd., Southfield, Mich. 48075; phone 557-9191.

GREEN ADVERTISING, INC., advertising and promotion agency, 18650 W. McNichols, Detroit, Mich. 48219; phone 255-7170.

LATIMER & ZIEGLER ASSOCIATES, manufacturer representatives of hardware and houseware products, 29400 Northwestern Hwy., Southfield, Mich. 48076; phone 353-7850.

These new members and all AFD supplier 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.

Membership in AFD

Means More Action, Results!

Group Blue Cross - Blue Shield
Available to AFD Retailers;
For Information, call 542-9550

United
Dairies

Quality, taste!



Summertime Is Picnic Time!



ORANGE JUICE
A Product of Home Juice Co.
Phone 925-9070



PETER ECKRICH and SON, Inc.
The House of Fine Meat Specialties
KE 1-4466

FOR EXTRA SALES
AND EXTRA PROFITS
DISPLAY



The
COOK-OUT FOIL

RED PELICAN MUSTARD

MADE FRESH
DAILY
IN DETROIT

SELL THIS
POPULAR
LINE



RED PELICAN FOOD PRODUCTS
Walnut 1-2500 — Detroit



PICNIC PARTNERS HAMTOWN'S

Potato Salad, Macaroni Salad



Pizza Pies
Baked Beans
Deli Dills
Cole Slaw
Jell-O

For Prompt Service Call

SPECIALTY FOODS CO. - 893-5594



TIP TOP

Enriched
**HAMBURGER
& HOT DOG ROLLS**



WARD FOODS, INC.
TA 5-6470

**Display These Picnic Items
For Added Sales, Profits**

TAX TOPICS

Tax Information You Will Want to Know

By MOE R. MILLER

Tax Attorney and Accountant

The commissioner of Internal Revenue's Report to the Treasury Secretary on what the Service did during the fiscal year 1970 makes a number of interesting points:

1—Five (5%) percent of the returns filed by individuals had errors in their favor, three (3%) percent erred against themselves.

2—The odds on having your tax return examined by the Internal Revenue dropped: Corporations one chance in eleven, which is the same as last year. For individuals, one out of 250 for a field audit at your place of business; for an office audit, one out of 58; office audits are now handled increasingly by interviews rather than correspondence.



MILLER

3—On the refunds for individuals, about two out of every 3 who filed a 1040 Income Tax Return claimed a refund; this was due primarily to over-withholding.

4—Offer in compromise cases decreased by 2,446 or 18.4% from last year. Compromises were settled for about one-sixth of the liability for income, estate and gift taxes.

5—Taxpayers who negotiate their disputes within the Internal Revenue Service appeal procedures continue to settle a high percentage of their cases on a favorable basis.

Taxpayers who appealed from a field audit to the district conferee settled sixty-one (61%) percent of their disputes; those who appealed from an office audit settled seventy-two (72%) percent.

Taxpayers who appealed higher to the Appellate Division without docketing their cases in the Tax Court, settle eighty-two (82%) percent of their cases.

Those who docketed their cases, settled seventy-nine (79%) percent of their disputes.

The interesting fact still remains that both in docketed and non-docketed cases, taxpayers settled for about thirty percent (30%) of claimed deficiencies and penalties.

6—In Tax Court decisions during the fiscal year 1970 the Treasury won 327 cases, taxpayers 82 cases, and there were partial victories for both in 161 cases.

7—Unexplained underpayment of estimated tax to be quickly penalized, an individual whose return showed that he paid less than eighty (80%) per-

cent of his final tax will now be hit quickly by the Treasury if he was required to file an estimated tax. If the taxpayers receives a penalty for underestimating his tax and he has a valid excuse, it is advisable to file Form 2210 asking for reconsideration.

8—A traveler who goes on a one-day business trip cannot deduct the cost of his meals during the trip unless it requires a period for sleep or rest. This is one aspect of the overnight trip rule.

9—A closely held corporation often conserves funds by deferring actual payment of salaries for the stockholder-officers. Such an accrual basis corporation would permanently lose any deduction for an accrual in favor of a stockholder-officer unless it actually paid him within 2½ months after the end of the taxable year.

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.

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

AFD MEMBER

Support These AFD Supplier Members

ACCOUNTING, INSURANCE

Brink, Earl B. (Insurance)	358-4000
Gohs, Inventory Service	557-4130
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 Bakers	893-3260
Farm Crest Bakeries	TR 5-6145
Grennan Cook Book Cakes	TA 5-1900
Grocers Baking Co. (Oven-Fresh)	537-2747
Holiday Delight Cheese Cake	894-6011
Independent Biscuit Co.	584-1110
Keebler Company	535-4660
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

Anheuser-Busch, Inc.	886-8709
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.	499-8700
Faygo Beverages	WA 5-1600
Greater Macomb Beer & Wine Dist.	468-0950
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
O'Donnell Importing Company	386-7600
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
Vemor's RC Cola	TE 3-8500

BROKERS, REPS

Acme Detroit Food Brokerage	581-0410
Allstate Sales-Marketing, Inc.	535-2070
R. F. Brown Sea Food Co.	(517) 484-5428
Steve Conn & Associates	547-6900
Continental Food Brokerage	255-5880
Harris Crane & Company	538-5151
DeCrick Company	822-5385
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Fin Brokerage Company	352-8061
Earl English Associates	546-5100
Food Marketers, Inc.	342-5533
Graubner & Associates	444-8400
John Huetteman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corp.	341-5905
Paul Kaye Associates	864-7000
George Keil Associates	273-4400
Latimer & Ziegler Associates	353-7850
Harry E. Mayers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	DI 1-8080
Northland Food Brokers	342-4330
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
Sherman & Company	557-9191
Sosin Sales Co.	WO 3-8585
Stark & Company	358-3800
Stiles Brokerage Company	965-7124
Sullivan Sales	KE 1-4484
James K. Takamian 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
Detroit Pure Milk (Farm Maid)	837-6000
Fairmont Foods Co.	TR 4-0300
Grocer's Dairy Company	(616) 254-2104
Gunn Dairies, Inc.	TU 5-7500
Land O'Lakes Creameries	TE 4-1400
McDonald Dairy Company	(313) 232-9193
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
Vroman Foods, Inc.	(419) 479-2261
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
Ciamitaro 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
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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 Macaroni of Michigan	372-9100
Red Pelican Food Products, Inc.	921-2500
The Relish Shop	925-5979
Roman Cleaners Company	TW 1-0700
Rosenthal Cleaners-Quick Corp.	261-2100
Schmidt Noodle Company	921-2053
Shedd-Bartush Foods, Inc.	TO 8-5810
Velvet Food Products	937-0600
Vlastic Food Products	557-2020

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.	422-8000
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
Hygrade Food Products Corp.	464-2400
Johann Packing Co.	TW 1-9011
Kent Packing Company	843-4900
Kirby Packing Company	831-1350
Kowalski Sausage Co., Inc.	TR 3-8200
Mangiapane Meats	921-8830

L K L Packing Co., Inc.	TE 3-1590
Oak 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
Regal Packing Co.	875-6777
Ruoff, Eugene Co.	WO 3-2430
Sam & Walter Provision Co.	TW 1-1200
Spencer, Inc.	931-6060
Tamaren Beef Company, Inc.	871-6210
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
The Pontiac Press	332-8181

NON-FOOD DISTRIBUTORS

Arkin Distributing Co.	WE 1-0700
Camden Basket Company, Inc.	(517) 368-5211
Hartz Mountain Pet Pdis.	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
Green Advertising, Inc.	255-7170
Holden Red Stamps	255-3350
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.	954-1295
Comp-U-Check, Inc.	255-2800
Gulliver's Travel Agency	963-3261
Pittsburgh-Erie Saw	835-0913

SPICES AND EXTRACTS

Frank Tea & Spice Co.	833-0025
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STORE SUPPLIES AND EQUIPMENT

Almor Corporation	JE 9-0650
Bra-Con Industrial Balers	851-6265
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
National Cash Register Co.	873-5500
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
Viking Food Stores	(616) 722-3151
Wayneco Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

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

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PAID
Detroit, Mich.
PERMIT No. 4475

Return Requested



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

For those food and beverage merchants who are not aware, Blue Cross-Blue Shield hospitalization 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 our Blue Cross hospital insurance plan, call the AFD office so we can explain how you can participate. Retailers who are not yet members of the Associated Food Dealers, call our office at (313) 542-9550 to join our association (now over 2,100 members strong) and be eligible for our many programs and services.

MEMBERSHIP APPLICATION

Name of Firm

Address

City

Owner's Name

Check One: Retailer ☐ Supplier ☐

If retailer, 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 our industry in your community. In addition, such services as Blue Cross and all types of general insurance, coupon redemption program, weekly newsletter, and a wide variety of other services are available. Call and let us tell about them. Or, clip out the application and mail to:

ASSOCIATED FOOD DEALERS
434 W. Eight Mile Rd.
Detroit, Mich. 48220 — Phone: 542-9550