



# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

FEBRUARY, 1971



Harvey Weisberg, 1969-70



William Bennett, 1971-?

## Bennett New AFD President

Under the direction and leadership of Chatham's Harvey L. Weisberg, the AFD continued its rapid growth in size, stature and accomplishments. In 1971, the president's gavel is turned over to William Bennett of Quik-Pik Food Stores, who promises to keep the AFD on the move. (See Pages 11 and 18)

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Today he's shagging balls. Tomorrow  
he'll be slugging 'em out of sight.  
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Somehow, Pepsi always belongs where people  
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Specialty Foods Co., Inc.



# HAMTOWN



Prepared Foods

## TOP ROW:

### **HAMTOWN'S GARDEN BEAN SALAD**

Packed 12 16 oz. per case, also 6 1/2 gal. per case. Shelf life indefinite with proper rotation. Refrigeration not necessary. Contents: Green and yellow string beans, lima and kidney beans, onions, chi chi peas, vinegar and spices.

### **HAMTOWN'S KRAUT SALAD DELIGHT**

Packed same as above. Contents: Kraut, onions, celery, red and green peppers, sugar, vinegar, and spices.

### **HAMTOWN'S KIDNEY BEAN SALAD**

Packed same as above. Contents: Fancy red kidney beans, celery, onions, red & green peppers, sugar, vinegar, & spices.

### **HAMTOWN'S SWEET BEAN SALAD**

Packed same as above: Contents: Beans, garbanzo peas, celery, onions, red & green peppers, sugar, vinegar, & spices.

## MIDDLE ROW:

### **HAMTOWN'S DILL TOMATOES**

Packed 12 16 oz. per case. No refrigeration required. Contents: Kosher style with fresh dill, garlic, vinegar and spices.

### **HAMTOWN'S DELUX KRAUT DINNER**

Packed 12 16 oz. per case, also 6 1/2 gal. per case. Shelf life indefinite with proper rotation. Contents: Sweet & sour cabbage, potatoes, peas, meat seasoning & spices.

### **HAMTOWN'S FRESH DELICATESSEN DILLS**

Packed 12 16 oz. & 12 32 oz. per case. Sliced & Whole. Must be refrigerated. Contents: Pickles, dill, garlic & spices.

### **HAMTOWN'S FRESH MUSHROOM SALAD**

Packed 12 16 oz. and 6 1/2 gal. per case. Shelf life indefinite, no refrigeration necessary. Contents: Fresh mushrooms, garden beans, onions, chi chi peas, vinegar, spices.

## BOTTOM ROW:

### **HAMTOWN'S BEET SOUP**

Contents: Beets, cabbage, vinegar, seasoning. Packed 12 16 oz. & 12 32 oz. & 6 1/2 gal. per case.

### **HAMTOWN'S CABBAGE SOUP**

Packed same as above. Contents: Sweet & Sour cabbage, potatoes, tomatoes, carrots, onions & spices.

### **HAMTOWN'S DUCK SOUP**

Packed same as above. Contents: Noodles, Prunes, Raisins, Peaches, Apples, Blood, Vinegar & Meat stock.

### **HAMTOWN'S MUSHROOM BARLEY SOUP**

Packed same as above. Contents: Fresh Mushrooms, Barley, Carrots, Onions, Tomatoes, Meat stock and spices.

## Specialty Foods Co., Inc.

Division of Hamtown Foods Co., Inc.

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THE FOOD DEALER

FEBRUARY, 1971

## State's Food Distributors Celebrate 'Grocers Week'

More than 9,000 grocers and supermarket operators throughout the state will celebrate their 6th annual "Grocers Week in Michigan" campaign, Feb. 14-20, it has been announced by the Associated Food Dealers (AFD), the grocers' association and sponsor of the annual promotion.

The AFD, which represents some 2,100 food merchants throughout the state, said the annual observance will see independent grocers and supermarket operators featuring special sales during the big week-long celebration.

Theme for this year's event, will center around service to the consumer and the community.

In conjunction with "Grocers Week," Gov William Milliken will issue a special proclamation for the week-long celebration, at which time AFD will present the governor with a bag of groceries featuring Michigan products. Mayors and city officials throughout the state will also proclaim "Grocers Week" in behalf of their cities for the food merchants.

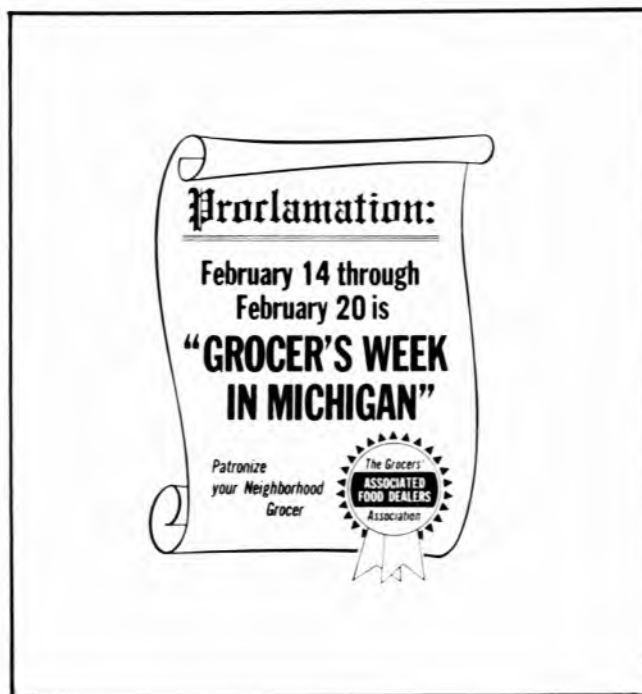
Various food manufacturers, wholesalers and allied distributors have also planned to tie-in with the sixth grocers week celebration.

According to Edward Deeb, AFD executive director, "Michigan's independent grocers and supermarket operators have an enviable record in serving the state's consumers. They have constantly offered the consuming public the best possible products and services at the lowest possible prices in the true spirit of the free enterprise system."

Deeb said that Michigan consumers spend only 16.2 cents of every dollar they earn for food today, compared with 25 cents in 1950. In Britain, he said, the figure is 35 cents, while in Russia the figure is 45 cents.

"Unfortunately," he continued, "only a very small segment of those residing in the state are aware that in Michigan they spend less for food than anywhere in the nation, or that the food industry is the nation's largest industry."

He attributed lower food prices to the fierce competition which exists between the independent merchants and the supermarket chains. He added that during inflationary periods, as we have now, food merchants are usually and unfairly criticized for higher prices, because food is a basic necessity and price increases are more noticeable, as compared with non-food items.



"Even so, food prices do not increase nearly as much as prices of other goods and services, as appliances and furniture, for example," Deeb said. "The main reason for this, he contends, is due to the competitive factor between stores, and because food merchants are reluctant to pass on new increases, preferring to absorb the cost through increased sales volumes."

He said that often the services performed by grocers, various specialty food merchants, and supermarket operators, are taken for granted.

"These merchants work many long and hard hours to perform vital services in our communities as one of the major links in the total food distribution channel from the farmer to the consumer," Deeb said. "The week-long Grocers Week activities are a fitting tribute to these food merchants and formally recognizes them as an integral part of both the civic and economic segments of our communities."

Highlight of the week for the food industry will be the AFD's 55th Annual Food Trade Dinner, to be held Feb. 16. Over 1,200 persons are expected at the dinner, being at the Raleigh House, Southfield, at which time the association's officers and directors will be formally installed.



## **ANNUAL PRESIDENT'S MESSAGE**



**WILLIAM BENNETT**  
AFD President

### ***AFD Focuses On Wide Range of Problems in 1971***

This month, February 1971, will mark the historic 55th anniversary of the Associated Food Dealers. We have seen our association grow from its humble beginnings of some 14 members at the start, to 687 in 1965, and to where we today represent some 2,100 members (of which some 129 joined our ranks during 1970).

You must admit, the growth has been rapid. This type of growth could not have been possible without the diligent concern and leadership of our Executive Director Ed Deeb, and the guidance and talents of our immediate past presidents Harvey Weisberg, Mike Giancotti, Don LaRose, Jay Welch, etc.

When reviewing the total accomplishments of 1969 and 1970, I am confident I speak for all of the AFD directors and members in saying Harvey has done a tremendous job, providing us with the incentive and direction needed to carry out the association's programs. With the continued hard work and leadership of Ed, Harvey, and all of our officers, trustees and directors, I know the tempo of change for your association in 1971 will be one of increased forward movement and growth.

At this time, I would like to review for you some of the programs we either have already underway, or will be initiating during this year, all of which point toward another indicator of continued progress and strength.

1—A Consumers Conference on food nutrition, proper food preparation and shopping habits, jointly sponsored with the Junior League of Detroit and the AFD, will be held in mid-May sometime. We are currently in the process of finalizing the big plans.

2—Educational Workshops and Seminars for all AFD members and employees. Recently, a two-day seminar titled "Managing For Profit," was co-sponsored by the AFD in cooperation with Michigan State University, held in January. It was so well received and accepted that two more have been authorized by the AFD due to popular demand.

3—Below-cost selling legislation in Michigan is needed to help stabilize our industry, and keep many merchants

from folding, thereby lessening competition, which normally keeps the prices of merchandise down anyway. Below-cost selling can help no one. Not even Mrs. Consumer benefits for very long. Everyone must realize surely that to stay in business, a merchant must make a profit and so if he sells one item below cost he must increase his profits on other items, or increase the volume. And there's only so much volume which can be spread around, no matter who gets the business.

4—Active programs with Legislators. This year, the AFD has pledged itself to work closely with legislators in Lansing and Washington to help find a solution to the problem of solid waste disposal and litter prevention. Banning one-way bottles will not solve the problem, it will only cost consumers more money for the same product — and that container will still eventually find its way to the streets and highways. We need a "total systems approach" to re-cycle and re-use containers and all waste, with everyone working together.

5—A program to develop uniform food inspections at all levels. At the present time, food standards, and handling or sanitary standards, procedures or equipment, vary greatly from city to county to state and national levels. The AFD feels strongly that the same standards must apply equally to everyone at every level — including gas stations, food stores, drug stores, fruit stands, restaurants, and so on. We will press for more uniform standards, and reasonably, the various agencies should welcome it at least from a standpoint of efficiency, and helping to save taxpayers money from duplication and triplication.

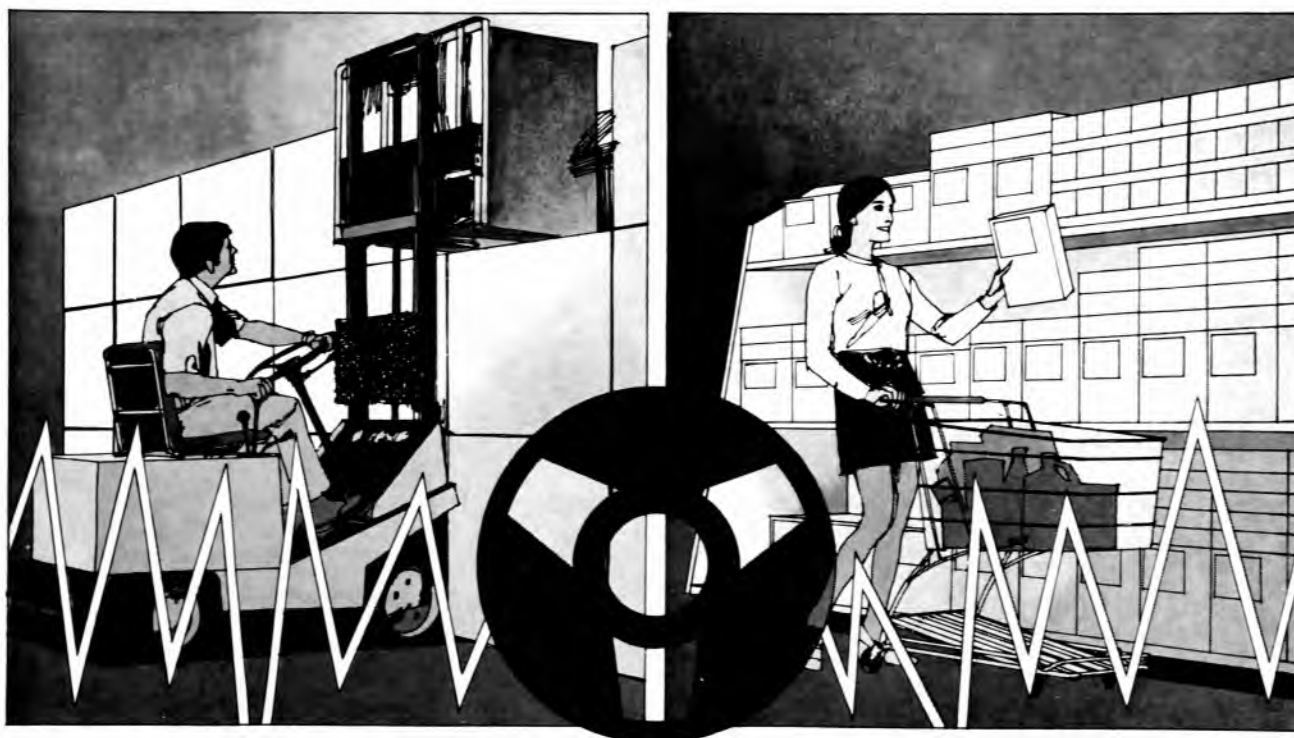
These are just a few of the programs we will continue or initiate during this year, and you can tell they are vital issues to all concerned.

In conclusion, I wish to reiterate that in unity there is truly strength. I think we have all learned this by now. I urge all individuals and companies to cooperate with us, as in the past, to assure justice and fair play at all levels of our society. We're counting on you.

# Kellogg's CSA

a complete, computerized  
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CSA takes the guesswork out of inventory control. You know *exactly* which ready-to-eat cereals to buy what case and package sizes to stock. CSA virtually eliminates out-of-stocks, over-stocks, and shows you how to maximize profits for *your* cereal sections.

CSA is a comprehensive, customized, computer analysis of *your* operation. It provides you with:

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- **COMPUTERIZED SPACE ALLOCATION** using sales analysis figures and the shelf dimensions of *your* cereal departments. It allocates inventory to shelf space in terms of days' supply utilizes all usable shelf space.

Your Kellogg Representative will be glad to explain CSA to you in detail.

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puts **MORE PROFITS** in your cereal sections.

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ED DEEB

## **OFF THE DEEB END**

# Ombudsman?

Various individuals and groups in this nation have formed so-called action groups to generate some kind of pressure, or help keep people honest. Witnesseth Ralph Nader, or Women's Liberation.

You already know of the wide differences and standards in various rules or regulations concerning food inspection laws at the city, county, state and federal levels.

Surely you have read of the wide variety of scare tactics employed of late by such normally quiet, yet productive, agencies as Food and Drug Administration, witnesseth the cyclamate fiasco, the on-again, off-again tuna scare, etc. It amounts to keeping people unduly alarmed, while focusing attention on an industry rather than the agency itself, or its procedures.

At the same time, if you've noticed, the various so-called consumer writers have been devoting much more space of late to the food industry, comparatively speaking, than other industries. More often than not, national stories are used to relate a message. Locally, rarely are the names of individuals or sources published, preferring to quote an agency rather than the individual.

You've also heard and read about various consumer groups which are being forced to pressure the businessman to tell it, or sell it, like it is. Such groups as the newly formed Michigan Consumers Alliance.

Rarely, if ever, do these groups, or the writers, play up the attributes of an industry, unless "it suits their overall objectives," or so it seems.

While industry has been content to be "nice guys," they are being attacked from a variety of positions. Perhaps the time is here for businessmen to form committees or appoint an ombudsman to watch over various other groups, governmental agencies and individuals.

Some may prefer to label the action "forming a truth squad." At any rate, the businessman would be assured of a fair shake, and that hopefully both sides of a story would be told publicly.

It's something to think about.





## **Your most effective method of increasing sales lies in his hands.**

A Del Monte Storewide Promotion Kit. Theme banners, overwires, shelf talkers, price cards, ad mats. Everything you need to boost sales in every department of your store.

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\*or write: Del Monte Corporation, P.O. Box 3575, San Francisco, Calif. 94119. Attn.: Promotion Department.

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A complete line of the freshest nuts. Huge variety, salted and cooking variety right at the shoppers fingertips. Quality. Value. Fast service to you. Customers will be back for more, you'll be back for more. They're the perfect go-togethers with our favorite soft drinks (opposite page). Hint: we're all in business together

## KAR-NUT

PRODUCTS COMPANY

PHONE: JO. 4-6960

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Phone: 542-9550

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EDWARD DEEB, *Editor*

MRS. PATRICIA COX, *Office Secretary*

MRS. CONNIE BROWN, *Insurance Secretary*

•

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THOMAS VIOLANTE—Holiday Super Market \_\_\_\_\_ Royal Oak

JERRY YONO—Imperial Quality Market \_\_\_\_\_ Detroit

TONY ZERILLI—Big-A Super Market \_\_\_\_\_ Birmingham

## Bennett New AFD President

DETROIT—William P. Bennett, executive vice-president and general manager of Quik-Pik Stores, operator of 30 convenience food stores, has been elected president of the Associated Food Dealers (AFD).

He succeeds Harvey L. Weisberg of Chatham Super Markets, who was elected chairman of the association's board of directors. Former chairman, Michael Giacotti of Food Center Markets, Utica, was elected chairman of the AFD executive committee.

Allen Verbrugge, of Verbrugge's Market, Grosse Pointe, was elected vice-president of trade relations.

J. Omer Gagne, president of People's Super Markets, Pontiac, was elected vice-president of publications and public relations.

Raymond Martyniak, of Ray's Prime Meats, Trenton and Southgate, was elected vice-president of programs.

Edward Acho of J-A Super Market, Detroit, was re-elected treasurer, while Edward Deeb, was re-elected secretary of the organization.

The grocers association also elected two new directors for 1971. They are Jerry Yono of Imperial Quality Market, and Wilson Boyd, head of King Cole Super Markets.

The officers and directors will be formally installed at the AFD's 55th Annual Food Trade Dinner, to be held Feb. 16 at the Raleigh House, Southfield. The big event is the highlight of the group's 6th annual "Grocers Week in Michigan" campaign, being held Feb. 14-20. The big week-long celebration is sponsored by the AFD in behalf of the nearly 9,000 food merchants in Michigan.

Some 1,200 persons are expected to attend the installation banquet.

## About The New AFD Prexy

William P. Bennett is executive vice-president and general manager of Quik-Pik Food Stores, operator of some 3 convenience stores. At the present time, he is president of the Associated Food Dealers, Michigan's grocers association representing some 2,100 members. (The AFD is the largest food trade organization in the state.) Bennett, 38, was born and raised in Pontiac, Mich. He is a graduate of Avondale High School in Auburn Heights. He spent two years at the University of Detroit, and also attended Wayne State University, and Oakland University. Prior to joining Quik-Pik, Bennett was advertising director for Super Food Services, Vassar; a former sales representative for Campbell Soup Company; a former store manager for Wrigley Super Markets; and a department manager for A&P Food Stores.

Bennett has been quite active in various food industry organizations for several years. In addition to heading the Associated Food Dealers, where he had served as a director and vice-president, he is quite active with the National Association of Convenience Stores, serving presently as a director.

# SOFT DRINKS



Squirt the premium quality soft drink made from the juice of fresh sun-ripened grapefruit with no artificial flavor. Hires the most famous name in root beer since 1876. Nesbitt's made from the juice of fresh oranges. Your customers think they're all great with our favorite nuts (opposite page). Hint: we're all in business together

## SQUIRT-DETROIT

BOTTLING COMPANY  
PHONE: JO. 6-6360

## Memo from Faygo

by  
**MORTON FEIGENSON**  
President



As far as Faygo is concerned, there is nothing but good news to report from Food Town Inc., operators of 42 supermarkets located in and around Toledo and in Southern Michigan.

Food Town stores moved huge volumes of Faygo pop during 1970 and appear certain to move even bigger volumes this year.

"We definitely plan taking on Faygo's new lineup of sugar-free diet flavors in cans," says Ed Yentz, head grocery buyer. And, summing up Food Town's overall attitude after nearly five years of handling Faygo products, Paul Pope, vice president of purchasing, adds:

"We consider Faygo one of our strongest product lines. It has contributed significantly to our continuing growth in a competitive atmosphere that requires generating larger and larger sales volumes to preserve profit margins which have been becoming thinner and thinner."



Paul Pope, Vice President of Purchasing of Food Town Toledo.

Food Town has a remarkable growth record. What is now a 42-store network had its corporate birth in 1957 as an enterprise comprised of only eight stores.

And, for a chain virtually certain to do a better than \$100 million volume in 1971, Food Town is considered unique by some industry observers for not operating its own central warehouse facilities. Instead, Food Town stores rely on Scot-Ladd for more than 90 per cent of their product requirements, including Faygo.

Mr. Pope credits Scot-Ladd with doing "an excellent job," and adds:

"Food Town has ambitious plans for additional expansion in the immediate years ahead. However, constant improvement of our retailing skills has been mainly responsible for our pattern of success thus far. Therefore, our future plans do not contemplate going into our own warehouse operations."

\*\*\*\*\*

Messrs. Pope and Yentz prefer warehouse distributed soft drinks in one-way packaging.

"The advantages of delivery along with other products," says Mr. Yentz, "become obvious when you consider skyrocketing costs for assigning store personnel to open back doors and supervise individual vendor deliveries."

Commenting on beverage packaging, Mr. Pope notes:

"There is only so much space in a store and any portion that must be allocated to storing and sorting returnables is bound to increase operating costs.

"All overhead, of course, must be recouped at check-out cash registers. So, we believe, consumer preference should decide the merits of convenience versus returnable beverage packaging."

\*\*\*\*\*

## THE BELL RINGER

# Next on Horizon: Overtime for Vacations?

By ALEX BELL

This is my first one for 1971, so watch out all of you unsuspecting readers. Who knows where the phantom will strike next? Hmmm?

\* \* \*

Bev Welch tells us this one: She saw a well-dressed gal walking a unicycle in her neighborhood. Aw, come on Bev, that's way out.

\* \* \*

Flip Wilson doing Geraldine: A chocolate cup-cake in drag.

\* \* \*

This is recommended reading: The title is "Comparative Mobility of Halogens in Reactions of Dihalobenzenes with Potassium Amide in Ammonia."

\* \* \*

We can guarantee that it is not a dirty book!

\* \* \*

We recently attended a retirement party for Jack Conway of Hormel's. The "old" boy is forsaking the wholesale meat business.



Mr. Bell

We understand that at one time he was known as "the society butcher." We personally think he couldn't cut his finger. But anyhow, happy retirement old boy.

We met a lot of people at the event we hadn't seen in years. Tommy Thompson, Lawrence Cain and Ed Netherton, in particular. Ed acted as our chauffeur and drove us home, and not in the bag we may state. We liked Ed's philosophy on getting older. He says, if you feel well, age is only a way of counting. He never says goodnight or goodbye, he just says "stay well." Good going, Ed.

\* \* \*

Watch out fellas, the Retail Clerks in Philly are negotiating a new contract. One unique item is time-and-a-half for vacations. They figure vacations are overtime!

\* \* \*

We wonder if the consumer did not have such self-anointed saviors as R. Nader, Virginia Knauer and Bess Myerson, would the consumer be in better or worse shape?

\* \* \*

We understand that at a recent poker game, the dealer threw in his hand and refused to play because one of the players was not playing the hand that was dealt to him. We wonder if it was a crooked game.

(Continued on Page 22)



# CASK COLD TURKEY



"It's the Real Berries"  
"Cranberries that is"



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those people who make the  
great CASK wines.



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***Best Wishes For  
Continued Success  
To The AFD —***

**FRITO-LAY, INC.**

1000 Enterprise Drive

Allen Park, 48101

Phone 271-3000



A \$10,000 CHECK was presented last month to the Southeast Michigan Council of Governments (SEMCOG) by the Michigan Council for Convenience Packaging. The grant by the newly-formed M CCP will help finance a special statewide study on solid waste and litter collection and disposal methods. Accepting the check from M CCP treasurer Robert Healy is Mel Ravitz, left, who is also president of the Detroit Common Council.

***Schafer puts the Flavor  
back in Bread!***



**Schafer's**

Brought to you in Michigan by

**SCHAFFER BAKERIES, INC.**

# Man can't live by P&G alone.

We know you aren't in business just to sell our products.

Anytime we can help you sell something you want to sell, or solve a problem for you, while you help us by selling Ivory, Bold, or Crest—that's good business. For both of us.

How can we help? By drawing on our experiences with retailers from all over the country, to find new tools to attack your problems. And we test these tools—like we test any new product—to make sure they'll work for you.

Take the problem of employee turnover. In one year it can cost you more than shoplifting.

So we developed a film, called "What's In It For Me?", to help you recruit better employees and motivate them to stay in supermarketing.

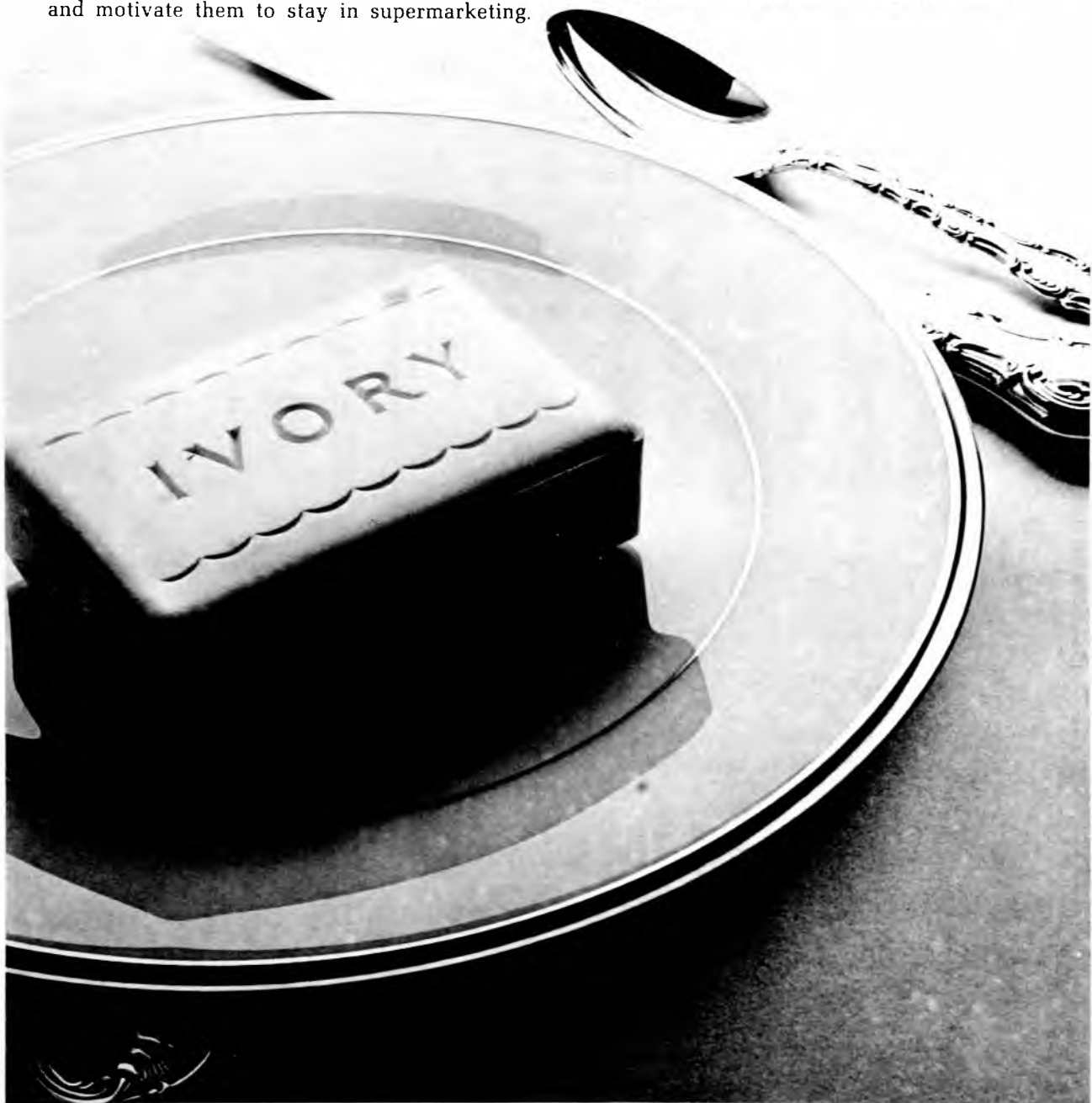
Tested with teenagers in 3 high schools—we found it increased by 67% the number considering supermarketing as a career (not just a job).

Whether it's films like this, programs to train your trainers, or tested promotion ideas—help is available through your P&G salesman.

Sure he wants to sell our products. But he knows the best way to build our business is to help you build yours.

He knows you can't live by P&G alone.

*Harry Fought*  
**Procter & Gamble**  
Good communications lead to better understanding and mutual confidence.





**A STRIPE ABOVE THE REST**

**It's All  
A Matter  
Of Taste**

**And Archway's GOT IT!**



**CHERRY FILLED  
Home Style Cookies**

SWANSON COOKIE CO. Battle Creek, Michigan

### **McMahon-McDonald Appointments**

Douglas W. McDonald, head of McMahon & McDonald brokerage, an AFD member, has announced several appointments to the firm's retail and wholesale sales staff. Don Evans was named branch manager of the firm's Toledo office. Mr. Evans has been with the firm two years.

Richard Baldwin, formerly with Campbell Soup Company, has been added to the broker's wholesale sales staff, Toledo. Allen Peterson and Ed Ball have been added to the Grand Rapids branch sales staff, while George Prybys and John Taylor were appointed to the Detroit staff.

### **Food Marketers Ups Kehoe**

Robert F. Kehoe has been promoted to account manager in the Food Service division of Food Marketers, an AFD member, according to an announcement by James Scoggin, president. At the same time, it was announced that the brokerage was named representative for the Calavo lines of dried fruits and frozen-fresh avocado products.

### **Proclamation:**

February 14 through  
February 20 is

**"GROCER'S WEEK  
IN MICHIGAN"**

Patronize  
your Neighborhood  
Grocer





# Compliments of 8 friends of the Michigan grocers.

*Campbell's* SOUPS



*Campbell's* TOMATO JUICE

*Campbell's* BEANS



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**Bounty**

(In other words, Campbell Soup Company.)

# Meet Your New Officers



**William Bennett**  
*Quik-Pik Stores*  
President



**Harvey L. Weisberg**  
*Chatham Super Mkts.*  
Chairman of the Board



**Allen Verbrugge**  
*Verbrugge's Super Mkt.*  
Vice-President, Trade Relations



**J. Omer Gagne**  
*People's Super Mkts.*  
Vice-President, Public Relations



**Ray Martyniak**  
*Ray's Prime Meats*  
Vice-President, Programs



**Edward Acho**  
*J. A. Super Mkt.*  
Treasurer

*Aims and objectives of the Associated Food Dealers is "to improve and better the industry in which we do business, constantly offering the consuming public the best possible products and services at the lowest possible prices in the American tradition of free enterprise." The association also represents its members in the cause of justice and fair play at all levels of government, business and in the community at-large.*



**Michael Giancotti**  
*Auburn-Orchard Super Mkts.*  
Chairman, Executive Committee

# and Directors



**Phil Lauri**  
Lauri Bros. Super Mkt.  
Trustee



**Louis George**  
Mayfair Super Mkt.  
Trustee



**Al Wyffels**  
Albert's Fine Foods  
Trustee



**Edward Deeb**  
Executive Director



**George Bashara, Sr.**  
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**Jay Welch**  
Hollywood Super Mkts.  
Trustee



**Alex Bell**  
Village Food Mkt.  
Trustee



**Sidney Brent**  
Kenilworth Super Mkt.  
Trustee



**Donald LaRose**  
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Trustee



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Allen's Super Mkts.  
Director



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Director



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Atlas Super Mkt.  
Director



**Reuben Cottler**  
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Director



**Jack Hamady**  
Hamady Bros. Food Stores  
Director



**Sid Hiller**  
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Director



**Manuel Jona**  
Americana Food Center  
Director



**Thomas Joseph**  
Joseph's Market  
Director



**Fred Levey**  
Lindy's Super Mkts.  
Director



**Moyed Najor**  
Publix Super Mkt.  
Director



**R. Jerry Przybylski**  
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Director



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Phil's Quality Mkt.  
Director



**Louis Vescio**  
Vescio Super Mkts.  
Director



**Tom Violante**  
Holiday Super Mkt.  
Director



**Jerry Yono**  
Imperial Quality Mkt.  
Director



**Tony Zerilli**  
Big-A Super Mkt.  
Director

**Photos Not  
Available:**

JACOB GRANT, Farmer Grant's Market  
GEORGE JERRY, C. Jerry's Super Markets  
DANIEL KNOPPER, Danny's Super Markets  
SABAH NAJOR, Lucky Strike Super Market  
JAMES PEABODY, Peabody's Market

## KNOTT'S BERRY FARM

*Now You Can Sell  
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**Preserves • Syrups  
and Salad Dressings**

## KNOTT'S BERRY FARM

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**BIRTHDAY CELEBRATION** — AFD members in the Pontiac area who have birthdays in January, have made their combined birthday party an annual event. Pictured above at a luncheon at the Fox and Hounds Restaurant, are AFD members Abe Cosma of Atlas Super Market; Leo Sabatini, L-S Foodland; Helen Sansone of WPON Radio; Sam Cosma of Atlas, who is also an AFD director; and Dave Roberts of Spartan Stores, Inc. (Not pictured, but also on hand, was William Morgan, general manager of WPON Radio.)

## We know what it's like to be appreciated!

Parents' Magazine gave us a vote of approval this year. We were quite pleased.

In turn, we'd like to acknowledge the great job the officers, directors and members of the Food Dealers Association are doing to serve the independent food retailer.

We salute and thank you for making us your milkman!

# United Dairies, Inc.





# THE ICELESS ICEBOX.

Now here's an easy way to keep your Stroh's nice 'n cold all afternoon long.

Our aluminum-insulated Stay Cold Pack.

Just make sure the whole box is nice 'n cold to start with. Then, the beer

inside will stay that way for hours.

Mind you, we're not saying a Stay Cold Pack full of Stroh's is more lovable than an ice chest full of Stroh's.

But it's sure a heck of a lot more portable.

**Stroh's...From One Beer Lover to Another.**



THE STROH BREWERY COMPANY, DETROIT, MICHIGAN 48226

## THE BELL RINGER

(Continued from Page 12)

If you remember Ben Bernie, Glen Gray, Eddie Duchin, Harry Richman, Dwight Fiske, Phil Spitalny, Jimmy Savo, Morton Downey, and Jane Froman, you have been around and you are over 49.

\* \* \*

Here is one for Eddie Aho: plastic surgery means a boom in the bust business. Yes, Eddie, it is a play on words.

\* \* \*

Hey St. Francis of Arlington Heights: Where are You?

\* \* \*

According to the Smiling Mohican from Yonkers, things started going to hell when they quit making the Hudson and Model-T. The Mohican is our good friend Leo Green. You should hear him tell his story about Liz Taylor and her "tutu oil."

\* \* \*

Mike Giancotti tells us that the gals who wear mini skirts are forming an organization to be known as "the daughters of the American revelation."

\* \* \*

Newest Bumper Sticker: "Even dirty old men need love."

This may seem silly, but we always get shut out in December. So, we will be the first to wish you a Merry Christmas 1971 and a Happy New Year 1972. Also a Happy Hanukah 1971. Don't forget, you saw it here first.

\* \* \*

Don LaRose tells about the dentist and the manicurist that were going around together. A tooth and nail affair, no doubt.

\* \* \*

We liked Jay Welch's description of a local businessman, quote: "He changes his mind like pop corn." We would say that is pretty fast.

\* \* \*

Our linen suppliers are still off the streets. We hope that the linen companies are going to stick together and at least have a chance to operate their own businesses. They are showing some intestinal fortitude. It also shows that they are not like prostitutes; the linen companies trust each other. So stick with it, boys. I will pick up the aprons I need every week. The picket line doesn't bother me, especially since I have been called a lot worse names than "scab."

\* \* \*

We understand that our good friend George Kappaz is now in the restaurant business. He is now owner of the

(Continued on Page 57)

## The new standard of the Supermarket Industry: NCR's Class 5.

It's actually a system in itself: The Class 5 automatically records more useable data than any other register.

It provides more error-protection than any other register. More features for control of your front-end operations. To improve security, accuracy, productivity and customer service.

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**"The Booster"** A merchandising news service to Detroit News advertisers describing new products and competition in the food industry.

**Retail Site Analysis** The News Research Department, through its computerized retail site analysis program, aids retailers in determining areas of greatest growth in market potential. In about 8 months, the research department has analyzed more than 50 present and potential retail locations for Detroit News advertisers.

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## Four New Supplier Members Join AFD

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

**LEON'S HOME MADE FOODS**, distributors of delicatessen and prepared foods, 521 E. Saginaw, Lansing, Mich. 48906; Phone (517) 489-3766.

**DETROIT MINI-SAFE COMPANY**, distributor of storage safes and fire proof safe equipment, 11300 E. Eight Mile Rd., Detroit, Mich. 48205; Phone 372-9835.

**CARRIER BASKET SERVICE**, shopping cart service and sales, 107 Ferris, Highland Park, Mich. 48203; Phone 866-1081.

**DETROIT LIVE POULTRY CO.**, live wholesale poultry distributor, 2801 Russell, Detroit, Mich. 48207; Phone 831-4300.

These new members and all AFD supplier and service members deserve your support and patronage. Refer to the AFD Supplier's Directory on Page 68 often. In fact, clip it out of the *The Food Dealer* magazine, and post near your phone.

It's like opening the door  
to a bakery.



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1



2

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Premium Brew



3



4

It's  
Wild



5



6



7



8



9



10



11

With  
Fassbier Taste



12



13



14



15



16



17

World's Largest  
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Detroit, Michigan 48214



# The Sounding Board

To the AFD:

Thank you for your message of "congratulations" and please feel free to contact me on any matter you deem necessary. I have instructed my secretary to place you on our official mailing list and I hope that we can work together in the next two years for the benefit of the food industry and the State of Michigan.

**Theodore P. Mansour**  
State Representative

Just a note to let our members know that the seminar the AFD sponsored on "Managing For Profit," with Michigan State University, was one of the most dynamic meetings that I have ever attended, and I am looking forward to the seminars planned for the future. I highly recommended the workshops to everyone.

**Denver W. Steel**  
Quik-Pik Food Stores

Your issue of December, 1970 has been brought to my attention, and comments on the new Consumers Alliance of Michigan. You quoted me as stating that two public officials, Dianne McKaig of the Michigan Consumers Council, and Diane Place of the Food and Drug Administration, "were quite

active in helping to start the Alliance, and even helped write its constitution." The statement is incorrect. Both Miss McKaig and Mrs. Place are employees of government agencies, and in my experience have been scrupulous in observing the ethics of their positions . . .

As for your comment that our group is "definitely against the businessman" — this, too, is in error. We choose, as consumers, to make our own decisions on our own level, leaving our group free to work with businessmen after these decisions have been reached. I prefer to think of this as a kind of negotiation rather than a form of discrimination.

**Mrs. Esther K. Shapiro**  
Acting President  
Consumer Alliance of Michigan

*EDITOR'S NOTE — We stick to our guns and maintain Mrs. Shapiro is wrong on both counts. Before the two hundred or so persons attending the organizing session of the CAM, and just before discussion and ratification of the group, the writer, who chaired the meeting, thanked several persons for helping to form the Alliance and even write its Constitution. Mrs. McKaig and Mrs. Place were two included in acknowledgements. We, too, agree with Mrs. Shapiro that the two government representatives are, and have been, ethical in their dealings. Nevertheless, they were listed among those credited with assisting CAM.*

*As far as our indicating that CAM was "against the businessman," we feel this too is true, unless there have been redevelopments by the group to redefine its goals and objectives. At the meeting referred to in The Food Dealer, the group said, and we paraphrase, that allowing businesses to support CAM through membership would defeat its purpose. They claimed that if they wanted action it would be best not to have business represented.*

—ED



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- Dry Soups and
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from

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## Free Press Readers Push the Carts

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If you're in the food business you need those Free Press shoppers—they're too numerous and too profitable to ignore.

**Detroit Free Press**  
*the action paper*

# NON-PUBLIC MARKET IS NEW CHALLENGE TO RETAILING

BY E. B. WEISS

Columnist Advertising Age

Ever study the non-public market for consumer products? You probably will, because the non-public market for many consumer product classifications is growing faster—much faster—than the traditional retailer-public market. In fact, purchases at retail have been edging down for several years, while non-public purchases of consumer products have been zooming.

The march of our society—especially the march to a different drum of the

young generation—suggests a profound change in traditional channels of distribution for a spreading variety of consumer merchandise classifications. That remarkable, really staggering change in the marketing mix for multiplying consumer products entails the emergence of the institutional, commercial, government, non-profit segments as major buyers of consumer categories. This institutional, or "contract" (non-public), market will actually challenge the traditional retail outlet for volume and profit leadership in a growing variety of product categories.

This marketing upheaval is of such enormous dimensions that I propose analyzing it in three consecutive weekly columns. This is the first.

This vast upheaval is traceable to the following social and economic trends:

1. The declining public ownership of certain product classifications—increasing public rental and leasing. Public use and ownership will lose their traditional relationships. These rented-leased products will be bought by corporations, not by the public.

2. The waning of the private home as the major residence—the growth of the multi-unit residence. This means less square footage in the home and therefore fewer possessions. It also means more appliances, floor covering, etc., bought by the builder rather than by the public.

3. The waning of eating at home—over 50% of food consumed by the family will soon be consumed away from the home. Food consumed away from home is not bought in packages by the public in food supermarkets. That suggests a ceiling on the sale of packaged foods through the food outlet. This ceiling is actually in evidence right now! That is precisely why food chains are now seeking "eat out" business.

4. The growth of "third party" payments for consumer products and services—drug prescriptions will become 75% paid by third parties. The public does not pay for these products and services in the retail store in the traditional way—and may not even acquire them in the retail store.

Employers will eventually provide education and insurance for employees and families, residential and medical costs for retirees, company-sponsored retirement communities, in-home custodial care. Also allowances for new prosthetics, transplants, free complete medical coverage, more on-the-job medical treatment, psychiatric care, dental services, essentially free drugs. Much of this will be in competition with the drug retailer and the hospital pharmacy.

There will also emerge company-sponsored employee programs covering investment of savings, personal loans, scholarships, leisure facilities including company-owned resorts, legal and tax services, estate planning, family planning, play-educational facilities for children. All these programs will be "third party" paid in whole or in part. The third party is not the public. Obviously those who now sell those products and services will require a new marketing strategy.

(Continued on Page 32)

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THE CREATIVE CHEESE MAKERS • THE CREATIVE CHEESE MAKERS • THE CREATIVE CHEESE MAKERS

## Challenge To Retailing

(Continued from Page 28)

5. The dynamic growth in away-from-home living and our fantastically mobile society, means a dynamic growth in the purchase of room furnishings, by hotels, motels, etc.—and a corresponding ceiling on home possessions. Hotels do not buy their furnishings in the retail store.

6. The dynamic growth of the mobile home concept (with its installed appliances and built-in furniture), the coming era of modular off-site construction, the "packaged room" constructed and fur-

nished off-site, all assure change in the traditional public buying of home furnishing, appliances. (The builder already buys over 50% of some major appliances.)

7. The dynamic growth of the various institutions—school, hospital, nursing home, non-profit—and their enormous purchases of consumer-type products will shift more of the buying of these products from the public to institutions.

8. The dynamic growth of consumer product purchases at the various government levels and departments will tend toward the same end result. So will the leverage the government inevitably exerts when it acts as financial sponsor in urban renewal, etc.

9. The dynamic growth of services, many offering service alternatives for the family's purchase of consumer products (home maintenance services will not buy their cleaners and supplies at retail) also suggests shifts in traditional public purchases to the non-public market.

10. The inevitable trend by government at the various levels to impose taxes to compel the public to buy certain consumer products from the government (several communities are experimenting with ordinances that compel the public to buy from the municipality plastic bags for solid waste pickup) obviously means these products will not be bought by the public in retail stores. (An early step in this direction was the sale of water by municipalities.)

11. The enormous growth in business offices and the vast expansion in the purchase for offices of home-like furnishings—carpeting, for example. (The executive suite now resembles the home living room.) These office furnishings are seldom purchased at retail.

12. The growth of the "singles" market (due, in part to a mounting divorce rate) points to increased rentals and leasing of furnished premises. These furnishings are bought by the builder or landlord—not by the public.

13. The growth of welfare and new concepts in welfare will shift leverage for the purchase of certain consumer products to government.

14. The critical problem of time inherent in ownership and use of possessions will compel millions to turn to rentals. The declining availability of time per possession is already at a critical level in many homes. Rented products, as previously pointed out, are not purchased by the public.

15. The women's liberation movement, which will assume enormous proportions, means a flight by married women, especially away from the slavery of possessions. This, in turn, leads to the purchase of services—hotel, motel, travel, home maintenance—that lessen the need for ownership of some traditional home possessions. These services tend not to be offered by traditional retailers.

16. Fringe benefits for employees, white collar as well as blue collar, will now tend to include products and services (employers may offer employees fleet rates on autos). The producer sells to the employer—not to the employee.

17. The emergence of the no-growth philosophy—no growth in population, no growth in production—suggests fewer possessions, more services, and therefore

(Continued on Page 34)

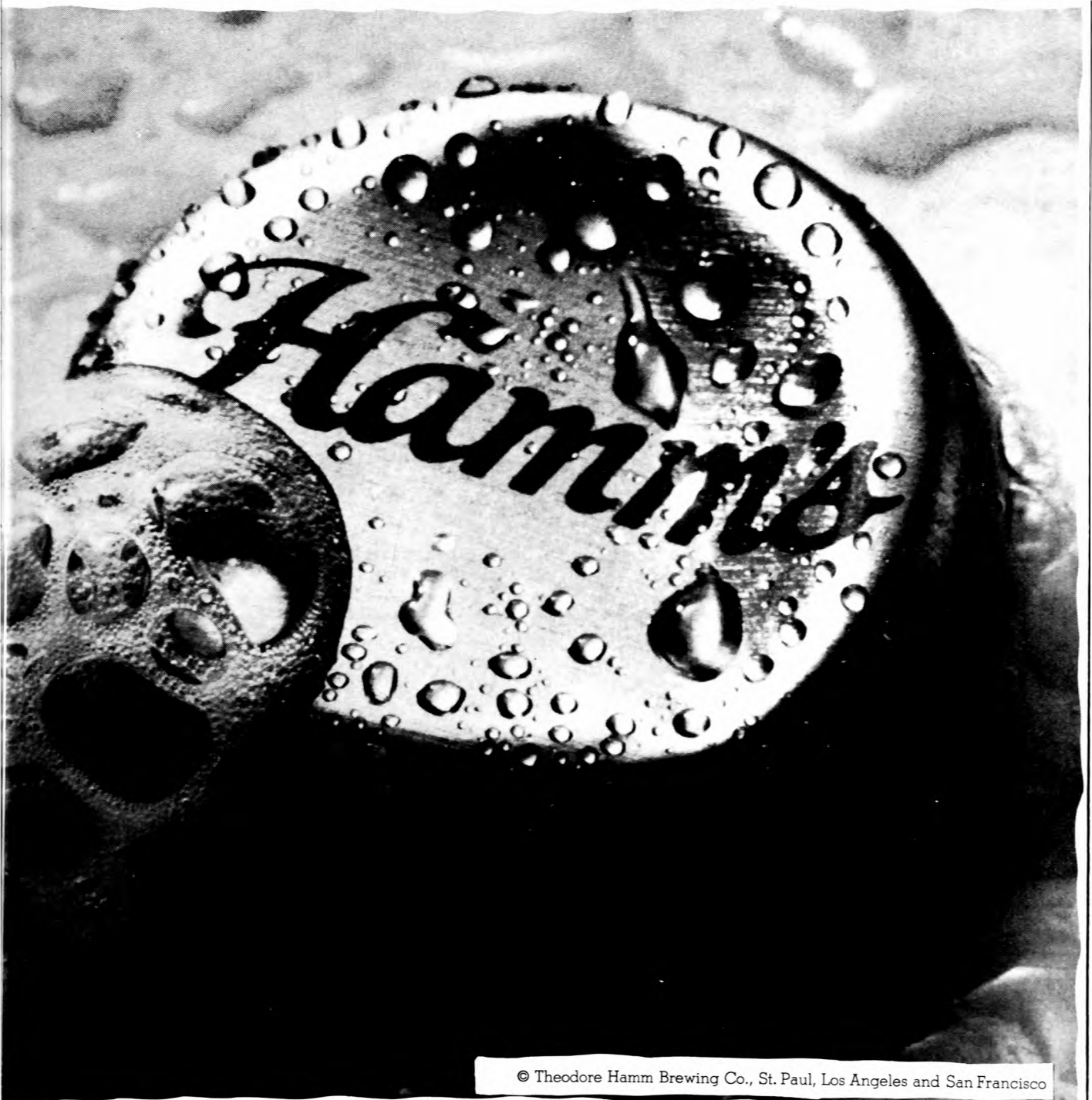
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AGr	0.59	
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Is •	0.75	
AGr	0.52	
AGr	0.30	

# **Our Cap Is Off to the ASSOCIATED FOOD DEALERS of MICHIGAN**



© Theodore Hamm Brewing Co., St. Paul, Los Angeles and San Francisco

## Challenge To Retailing

(Continued from Page 32)

shifts in traditional public buying patterns away from traditional retailing.

In brief, what I am suggesting is:

That the purchase of some consumer products by institutions, business, government, the non-profit sector (education)—both for use by these organizations and by the public—has already grown substantially.

### Traditional Markets Become Secondary

That in each instance where this changeover has already occurred the manufacturers affected have been slow to respond to the change. That is understandable. Modern marketing for consumer products has focussed for decades on the public and on traditional channels of distribution to the public. Entrenched traditions are always slow to respond to change, especially in large corporations.

This is why even in major appliances, in woven floor coverings and in food—the three broad categories affected to date in a major way by this remarkable new order—the major manufacturers are only now reorganizing on an adequate scale for this new market.

That in a slowly mounting number of consumer product classifications the traditional retail market will become the secondary market. That is true, right now, of several major appliances such as the electric range, the automatic dishwasher (over 75% of General Electric's disposals are bought by builders, etc.—not by the home owner). It will soon be true of several major food classifications. That major retailers as well as manufacturers will now reorganize so as to move away from full dependence on the retailing of products to the public. They will move toward marketing for the non-public market.

That the advertising strategy for some:

consumer products must now involve creating public acceptance for products not purchased primarily by the public but by the "other" market. This is increasingly the case in the advertising of major appliances.

How fast will these vast innovations come about? Well, in carpeting, what that industry calls the "contract" market jumped from 15% of total yardage to almost 40% in about ten years! The tremendous change in markets for major appliances occurred in about twelve years!

It would seem reasonable, therefore, to conclude that, by 1980, a wide diversity of consumer product and service classifications will be adjusting to the non-public market. This market will include:

- Hospitals (nursing homes, medical clinics).
- Schools (all levels, public and private).

(Continued on Page 36)

## CONGRATULATIONS

To the Officers, Directors and Associated Food Dealers

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## Challenge To Retailing

(Continued from Page 34)

- Hotels, motels, marinas (public rooms, auditoriums, swimming pools, guest rooms).
- Restaurants (from swank to quick-dine limited-menu).
- Business, professional, non-profit institutions.
- Retail store equipment, furnishings, floor coverings.
- Builders.
- Resorts, country clubs, huge apartment complexes.
- Government (federal, state, county, city—including the military).
- Labor unions—fringe benefits.
- Farm co-ops.
- Transportation (airline meals).
- Services of certain types.

In 1969, about 24% of the entire national output was taken off the market by government. In fact, the combined expenditures for goods and services of government are second only to what America's consumers spend. This was not always so. As late as the 1920s, private investment in plant equipment, homes and inventory towered far above government's expenditures.

In 1968, the combined outlay at all government levels exceeded \$225 billion. The cost of government is projected to rise above \$400 billion in the 70s. Even though only a small fraction includes consumer goods, a small fraction of that huge sum could total up to a sizable figure:

What happens to traditional retail shopping when government at all levels accounts—directly, and indirectly—for 50% of the total national output (and when private and semi-private institutions take their bite out of the consumer market)? Certainly billions of dollars of that enormous total will be spent for consumer products and services—or will involve government leverage, in varying degree, over such purchases. And don't overlook services when contemplating government's role. Social Security is insurance—a service. Medicare and Medicaid are health services. Precisely the same will be true of the inevitable national health insurance program.

These are consumer services—and billions are involved. When we really arrive at womb to tomb programs—as we will—the present billions for government-sponsored services will appear tiny. And wherever outright purchases or sale by the government is not involved there is always government leverage (in rules and regulations) to be evaluated.

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follow-up, delivery tracing, stocking assistance, display suggestions, and anything else he can do to keep our principal's products moving on and off your shelves at the best possible rate. There's a service-minded organization behind your Continental Salesman or Account Manager, too. No one likes to see Smurthwait disturbed.

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KITCHENS OF SARA LEE  
KOBAY SHOESTRING POTATOES  
LA CHOY CHINESE FOODS  
LIBERTY CHERRIES  
MA BROWN PICKLES AND PRESERVES

MARIO OLIVES  
MR PLUMBER  
ON-COR FROZEN FOODS  
RICHARDSON MINTS  
S & W FINE FOODS  
SKIPPY PEANUT BUTTER

## IN APPRECIATION:

The Associated Food Dealers is most appreciative of the interest, assistance and cooperation offered by many of the food and beverage suppliers in planning this, our big event of the year. In particular, we wish to thank the following firms specifically for generously hosting or co-sponsoring various parts of this evening's activities and program:

### Cocktail Hour:

Pepsi-Cola Company

### Cocktail Hour Snacks:

Frito-Lay, Inc.

Kar-Nut Products, Inc.

White Star Dairy

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Stroh Brewery Company

James K. Tamakian Company

United Dairies, Inc.

Velvet Food Products

Vernors, Inc.

White Star Dairy

### Prizes:

General Mills, Inc.

Pontiac Press

White Star Dairy

### Signs and Banners:

Robert Bowlus Sign Co.

# AFD 55th A Food Trade D

Tuesday, February 16, at

## Sparkling Talent For Your Evening's Ent



Jimmy Clark  
and his Orchestra



Janice De  
She sing

**THE PROGRAM:** Invocation – Judge George N. ■  
William Bennett, AFD President; Harvey L. Weis

# Anniversary Dinner

CONTINUOUS  
ENTERTAINMENT

Leigh House, Southfield

ment



**Ginny Sibert**  
and her Strolling Trio



**The Chantones Trio**  
Capitol Recording Artists

**Jr.; Edward Deeb, AFD Executive Director;**

**Chmn.; Installation – Judge Roland Olzark; Dancing Follows**

## Would You Like ? More Sales

SEALTEST FOODS' STORE SALES DIVISION WILL BE HAPPY TO SUPPLY YOU WITH INFORMATION GATHERED FROM A WIDE VARIETY OF SOURCES TO HELP YOU ANALYZE YOUR ENTIRE STORE.

CALL TI 6-5700



(ASK FOR STORE SALES)



*John Trocke, above, reviews management concepts.*

### AFD-MSU Profit Seminar To Be Repeated

"Managing For Profit," was the title of a workshop sponsored by the Associated Food Dealers in cooperation with Michigan State University Jan. 5-6 at the Howard Johnson Motor Lodge on W. Grand Blvd., Detroit. Teaching and conducting the workshop were MSU professors John Trocke and Quenton Ostrander.

The two-day course was so popular, that the AFD board of directors has scheduled two more similar workshops. They will be held Feb. 24-25 and March 18-19 at the Johnson's Motor Lodge, Blvd. at the Lodge Freeway. Cost for each two-day session is \$15, which includes lunches. Anyone desiring to attend, are urged to phone the AFD office (313) 542-9550 as soon as possible. (See Page 54 for additional photos.)



QUIK-PIK FOOD STORES, Utica above, and other locations, chose Tyler Equipment for better merchandising and display area. General Manager William Bennett says, "There is more product versatility and selection for our customers. We feel Tyler produces the type of equipment which makes for greater efficiency in retail merchandising and management. All this is topped off by the exceptional service we receive from Midwest Refrigeration." (Bill Everett, above right, extends best wishes to Mr. Bennett on his election as president of the Associated Food Dealers, in front of two new Tyler units.)

QUIK-PIK FOOD STORES — Another Installation of TYLER Equipment By —

## MIDWEST REFRIGERATION CO.

OUR CUSTOMERS ARE OUR BEST SALEMEN!

"Quality equipment, expert installation, prompt and efficient service are the reasons we like doing business with Bill Everett and Midwest Refrigeration Company," is a typical comment of our many customers. Let us help you with your next store modernization plans!

For the best in Equipment and Service — Call Midwest Refrigeration!

460 HILTON RD.

• FERNDAL, MICH. 48220

• Phone (313) JO 6-6341



## Around the Town

**Thomas Violante**, operator of **Holiday Market**, Royal Oak, and an AFD director, has been elected a director of the Boys Club of Royal Oak. Tom has been quite active in civic affairs.

\* \* \*

Would you believe it took two Detroit area foodmen—**Mort Weisman** of Mort Weisman Associates, and **Sharkey George** of Wayneco Wholesale, both AFD members—to travel to Montreal to accidentally run into each other. After looking each over as if each looked familiar to the other, Mort finally asked, "Aren't you from Detroit?" Thereupon the two proceeded to reminisce in Old Montreal at L'Auberge de Vieux St. Gabriel.

**Awrey Bakeries, Inc.**, an AFD member, has announced that **Lewis Anderson** has been named vice-president in charge of finance, and becomes part of a three-man, top management team. Anderson joined the firm in 1967 as director of retail operations.

\* \* \*

**Allstate Sales-Marketing Inc.**, an AFD member, has announced it has moved to newer and larger quarters. The firm's new address is 18441 W. McNichols, Detroit 48219. The new phone is 535-2070.

\* \* \*

**Chet Kowalski**, who heads **Specialty Foods Company**, has been proudly beaming from ear to ear lately, and rightly so. His son, **Capt. Richard Kowalski**, was recently selected as the Instructor of the Month at Craig Air Force Base, Alabama. The selection was based on "consistently superior performance."



## In Detroit



Member  
Great Lakes  
Marketing  
Associates,  
Inc.

Serving the Detroit Marketing Area for 33 Years with Consumer, Institutional, and Industrial Products.



"Very Interesting"...

**but..**

inside that folder Judy and Mary are reading is the important information about The Pontiac Press grocery money-market. Money-market you bet your lettuce! Per person, people who shop for grocery market items spend more than any other comparable area in Michigan. We'll supply the facts — we'll show you how you can get in on the action. Call us or drop a note.

**MICHIGAN FOOD DEALERS WHO ADVERTISE IN THE PONTIAC PRESS ARE GETTING A BIGGER SHARE OF THE BUSINESS — PUT YOUR ADVERTISING WHERE YOU GET A PROFITABLE RETURN!**

## **The Pontiac Press**

**Wm. B. Walker, Nat'l Adv. Mgr., Ph. 313-332-8181**

Detroit Sales Reps. Cresmer, Woodward, O'Mara and Ormsbee  
in Northland Towers

## **Congratulations**

to the

**ASSOCIATED  
FOOD DEALERS**

On Your

**55th ANNIVERSARY**

•

**Ira Wilson & Sons Dairy Co.**

**Phone 895-6000**

## **Keiller Dundee Marmalades**

***Your Customers Will Love***

***This High Quality Imported Line***

**Orange • Lemon • Lime  
and Ginger Flavors**

**Distributed by SPECIALTY FOODS COMPANY**

**4222 E. McNichols — Detroit — Phone: 893-5594**



## When you see this card you know her check is good

Our Check Guarantee Card is designed to help both the customer and you. It's our promise to you that we'll stand behind that customer's personal check up to \$100. Here's all your cashier does to assure it:

1. See that the check is made out to your store (not to cash), dated the same day, and signed in the presence of the person accepting it.
2. Be sure the check signature and card signature are the same and that the card hasn't been altered.
3. Check to see that the card hasn't expired and write the card number and expiration date on the back of the check.

No guessing. None of your personal time consumed. You'll be seeing more and more of the Detroit Bank & Trust Check Guarantee Card. You'll cut down more on bad check losses by honoring it.



**DETROIT  
BANK  
& TRUST**

**"MADE FRESH DAILY  
IN MICHIGAN"**

Specialties **Pitts** Wholesale  
**FINEST**

**SAUSAGE - HAMS - BACON**

QUALITY VARIETY SERVICE

**PITTS PACKING CO. DETROIT**

Call **WA 3-7355** Sales

## MEAT SANITATION TIPS

Meat sanitation affects merchandising. The appearance of prepackaged meat is of first importance with consumers who presume good color of lean to be an indication of freshness. Thus discolored meat must be removed from the case and reprocessed.

Microbial growth is a major factor causing these discolorations, bacteria, molds and yeast growing on the cut surface. The muscle, fat and bone in an animal are practically free of microbes. It is during the slaughtering, handling, cutting and packaging that the meat becomes contaminated. Temperature has a marked effect on the growth of all microbes. The generation time (time to double in numbers) of microbes commonly found on meat is only 6 hours and 40 minutes at 40° f. but 20 hours 32° f.

An increase in temperature of 8° will permit the organisms to grow 3 times faster. This means that steaks beginning with 100 microbes per inch would have only 800 microbes per half inch if displayed for 2½ days at 32° f. as compared with 51,000 if displayed at 40° f.

## Farm Crest Fresh Fruit Pies Are Still No. 1 in Michigan!



Popular Farm Crest pies come in Apple, Cherry,  
Peach, Pineapple, Blueberry, Strawberry and Coconut Creme

**No Foolin' They Sell Good Too!**

**For Service, Phone TR 5-6145**

*For your customers'  
convenience and your profit*



The one-way half quart bottle  
of Coke with the “Turn-Top” cap.

Your customers will love the convenience!

A half quart of Coke in a One-Way bottle. No deposit, no return. With enough delicious Coke for three glasses over ice.

And each bottle comes equipped

with the “Turn-Top” cap. You can twist it off with your hand ... or pop it off with a bottle opener.

These great bottles are now available in 6-pack neck-thru cartons.

So stock up now ... and watch the profits roll in!

**Get the real thing. Coke.**

***Your Coca-Cola bottler congratulates the  
Associated Food Dealers on their 55th Anniversary***

“Coca-Cola” and “Coke” are registered trade-marks which identify the same product of The Coca-Cola Company.

Bottled under the authority of The Coca-Cola Company by: Detroit Coca-Cola Bottling Co.



**Best Wishes  
to the  
Associated Food Dealers**



**MARKS & GOERGENS, Inc.**

**16190 Meyers Road  
Detroit, Mich. 48235**

**Business Should Heed Consumers  
Says FTC Commissioner Mary Jones**

Commissioner Mary Jones of the Federal Trade Commission has this to say: "Consumerism is speaking to us today in no uncertain terms, but we should applaud rather than condemn it. In essence, it is telling us how to serve our customers and pointing out to us what is increasingly regarded by them as a disservice, even though our usual indicators of success grown in new and repeat sales, would seem to tell us just the reverse."

Further quotes: "I am convinced that continued sales are no more an indication of consumer satisfaction than continued payment of taxes reflects satisfaction with government policies." She also commented: "I believe that consumerism is a blessing in disguise. It would be tragic if business misread its meaning and missed its opportunity to respond to its essential significance as an indicator of the real needs and desires of the consuming public." So let's take a good look at consumerism and its impact on the retail food field.

**Whatever your customers  
want in tobacco taste...**

**call for Philip Morris.**

# 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	
Associated Food Dealers Insurance Program c/o Mutual of Omaha Association Group Department Dodge at 33rd Street Omaha, Nebraska 68131	
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 _____	
<b>UNDERWRITTEN BY</b> <b>Mutual of Omaha</b> <i>The Company that pays</i> Life Insurance Affiliate: United of Omaha MUTUAL OF OMAHA INSURANCE COMPANY HOME OFFICE: OMAHA, NEBRASKA	
<b>FILL OUT AND MAIL TODAY</b>	

# Part of Your Profit Team...



Yes, these popular items are part of your profit team. These and other items represented by DeCrick & Maurer are designed to bring you more profits.

Let us help you make money. Contact one of our merchandising specialists for quick profit analysis. We want to be on your profit team.



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& Maurer, Inc.**

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Phone (313) 822-5385




JAMES SCOGGINS, of Food Marketers Inc., second from left, and outgoing president of the Detroit Food Brokers Association, turns the gavel over to Robert Reeves of George Keil Associates, the new DFBA president. Flanking them are James Hutton of Steve Conn Associates, new DFBA vice-president, left, and John Kimball of McMahon & McDonald, the new secretary-treasurer.



**AUNT JANE'S FOODS**

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*It's the season for hearty meals...  
Your customers will be looking  
for the hearty bread...*

# LUMBER JACK

from  
**Oven-  
fresh**

Lumberjack . . . the lumbercamp-style bread . . . stands tall in the toaster, tall in your customer's taster . . . and tall in profits as the fastest-moving variety bread on your rack. Satisfy your customer's hunger for hearty bread and your appetite for hearty profits. Sell tall stock those shelves with Lumberjack!

*This Lumberjack illustration is featured in full color on Oven-Fresh highway spectacular signs throughout Michigan.*



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Flint (313) 785-4621	Saginaw (517) 792-8271
Grand Rapids (616) 245-9127	Traverse City (616) 947-6278

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Of  
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Service



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To Officers And Directors  
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**ASSOCIATED FOOD DEALERS**

for your Outstanding Service  
to the Independent Retail  
Grocers of Greater Detroit

### **GEORGE KEIL ASSOCIATES**

**9185 GREENFIELD**

**273-4400**

**Detroit, Michigan 48228**

## **Congratulations to the Members of The Associated Food Dealers!**

*We appreciate your business and hope you will continue to sell  
our Popular Prince brand spaghetti, macaroni, egg noodles and sauces.*

### **PRINCE MACARONI of MICHIGAN, INC.**

**26155 GROESBECK HWY.**



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- **Reduced consumer loan rates**
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**Join the ESP Savings Plan  
Now**

**Inquire at any office of Michigan Bank  
Open 9:30 - 4:30 Six days a week**



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NATIONAL BISCUIT COMPANY  
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# **BUY - SELL - PROMOTE MICHIGAN POTATOES**

The Excellent Quality of Michigan's 1970 Crop  
Will Keep Your Profits Coming!

TRY OUR EXCELLENT RUSSET BURBANK BAKERS  
EQUAL IN QUALITY TO ANY COMPETITORS

Place Orders With Your Suppliers Now!

***Support Your In-State Industry!***

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*If You Have Any Questions — Please Call Us*

# Baked goods buying families love variety

We give them—and all of your customers—102 varieties of fresh baked goods to choose from every week. This vast variety brings them back again, and again, and again.



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Phone (313) 522-1100



*Participants take time out for break at recent AFD-MSU Management Workshop.*



**To Our Friends at the  
Associated Food Dealers**

**Our  
HEARTFELT  
CONGRATULATIONS!**



**STEVE CONN & ASSOCIATES, INC.**

**14001 West Eleven Mile Road**

**Oak Park, Michigan 48237**

**Phone 547-6900**



# Sunshine

America's leading full-line snack food company

Krispy Crackers, Hydrox Cookies, Hi Ho Crackers, Cheez-It Crackers, Lemon Coolers, Potato Chips, Corn Chips, Nuts, Popcorn and 100's of other cookies, crackers and snack treats.

The  freshest  ideas keep  coming from *Sunshine*

# Best Wishes

to the

## ASSOCIATED FOOD DEALERS

### — Our Important Customers —

# Sylvania Electric Products

## Consumer Products Division

**For Information call \_\_\_\_\_ 582-8754**

# Congratulations

**to the**

## ASSOCIATED FOOD DEALERS

## ON YOUR

# 55th ANNIVERSARY



# The Frank Tea & Spice Co.

**3 5 2 - 2 2 5 6**



# DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

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**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***

**Advertising in The Food Dealer  
Means Communicating with  
Your Important Retail Customers!**

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With so many banking services handled by machines and computers, it's good to know that Manufacturers Bank still takes the personal approach. Whether it's a routine banking service or a broad-scale employee retirement program, we realize that your needs and problems are vitally important to you. So we take a special interest in giving you the best service possible.

Machines and computers? Of course, we have them — and we make the most of their capabilities. But we don't let them get between our people and you. The next time you have a banking problem, give us a call — or stop in at the Manufacturers office near you. Just look for our sign — the sign of the personal touch for all your banking needs.

## THE BELL RINGER

(Continued from Page 22)

Big Boy restaurant at Nine Mile and Jefferson, St. Clair Shores. He has completely, and we may say beautifully, remodeled. George, as you may remember, used to operate the Kappaz Market and "Camel Parking Lot" on East Jefferson.

**Whatever happened to the minimum** mark-up on beer bill? You, who are politically inclined, should write to your Representative or Senator in Lansing, and goose him a little bit.

**So you think it is tough** to make a buck in the retail food business. How about Uncle Sam? He had a deficit of \$121 million in December; that is really blowing dough!

**Tell us it isn't true:** John Wayne isn't making commercials for F.J.

**We heard about a local foodman** who got turned on by opera, but we have news for you, he doesn't know the difference between Rimsky and Korsakov.

**Jay Welch also tells about** the time he went deer hunting. He got his deer, but got lost in the woods. So he

shot another deer and the game warden got there in five minutes, and of course, got him out of the woods.

**We culled this from Charley Manos'** column in The News: "Eastsider Dorothy Tyler sent me a copy of Hungry Horse News, a Columbia Falls, Mont., weekly. A Hog Heaven column notes the Bad Rock Busy Bees will meet for lunch at the home of Henry Little Dog. And its columnist, G. George Ostrom, refers to the gal he married as 'my first wife' (there's a message there somewhere)."

Charley, we have been using that "first wife" bit for two years now and we forget where we stole it from. So as I advised you in my last column, Charley, if you want new material, see "Old Acey."

**So dear reader,** have a good time at the big AFD party.

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



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FROZEN FOODS, INC.

4055 PURITAN . DETROIT, MICH. 48238

PHONE (313) 864-9005


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of



**FROSTY ACRES**

**Cases**  
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**REFRIGERATION INC.**

**Complete Line of Food Store**  
**Equipment and Accessories**

**341-3994**

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Detroit



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CORPORATION

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CONGRATULATIONS TO THE ASSOCIATED FOOD DEALERS WHO ARE "GOING LIKE 60" AT 55.

Like you, we also, have just begun to grow. From a modest saw and grinding service company begun over 50 years ago by Pittsburgh-Erie, we have grown into the largest service company in the country. We, of course, attribute this to consistently high quality products and innovations, coupled with the excellent and invaluable personal service rendered by our representatives on each and every service call.

In an endeavor to offer the most complete service possible to each of our 60,000 plus accounts, we are now totally involved in offering Butcher Supplies, seasonings and decorative items (which enhance meat and produce displays).

The value of this service, by 90 representatives across the nation, is what keeps **Keene Food Service Corp.** in business. For a complete catalog and service, call:

**(313) VE 5-0913**

**KEENE CORPORATION**

Food Services Division

1569 Tower Grove

St. Louis, Mo.

## U.S. Steal: crime is biggest business

Organized crime is a bigger operation than the Steel Corp. — which did business of more than \$4.6 billion in 1969 — Detroit's FBI chief reported.

"None of us have any reason to look elsewhere for organized crime. The criminal syndicate is well established and very organized right here," according to Neil J. Welch, special agent in charge of the Detroit FBI office.

Welch recently touched on three main concerns — the rise of what he termed "terror bombings," organized crime and the increase in general crime.

Welch quoted FBI statistics as indicating that the level of crime has risen 148 percent in the last 10 years — with armed robbery and other crimes of violence showing the greatest increase.

Passage in October of an anti-crime bill setting stiffer penalties for terrorist and leaders of organized crime is helping to solve the problem, Welch said.

## Pinna New Hamady Director

Raymond J. Pinna, vice-president of marketing for Hamady Bros. Food Markets, Flint, an AFD member, has been elected to the firm's board of directors at a recent stockholder's meeting. The announcement was made by the company's president and chief executive officer, Robert L. Hamady.

## L & H Wood Mfg. Co.

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FARMINGTON, MICHIGAN

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Attention: For note, rooming house  
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manufacture, selling out stock at  
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more than 50¢ per sq. ft. While inventory lasts.  
ONLY 25¢ per sq. ft. Chas.  
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Reasonable—ABLE 456-2828  
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\$4.00 2' x 4' x 8' red pine  
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is alive and well and can be found at  
**14245 BIRWOOD AVE. DETROIT, MI. 48238**

**A COMPLETE LINE OF FINE SNACKS**  
by **Superior**  
**SUPERIOR POTATO CHIPS (313) TE 4-0800**

# Congratulations

**To The Associated Food Dealers**

**On the occasion of your 55th Anniversary**

*from your friends at*

**INTERSTATE MARKETING CORPORATION**

**16151 James Couzens Hwy.**

**Detroit, Mich. 48221**

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- 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)

### New Chatham Department

The creation of a new department of Planning Services at Chatham Super Markets, an AFD member, has been announced by president Bernard Weisberg. At the same time, Weisberg announced the appointment of Joseph Gadon to head the new department.

### Action Advertising Expansion

Richard Rodgers, president of Action Advertising, Distributors and Mailers, has announced his firm has expanded to include all types of folding and insertion equipment, in addition to the full-line mailing services. The firm's new phone number is 964-4600.

### Shurfine 'Turns-You-On'

Various wholesalers and retailers throughout the nation are getting ready to tune in and turn on for the 1971 Shurfine Young Mother Hubbard "Turns-You-On" Sale, set to be launched Feb. 22.

## HAPPY 55th BIRTHDAY!

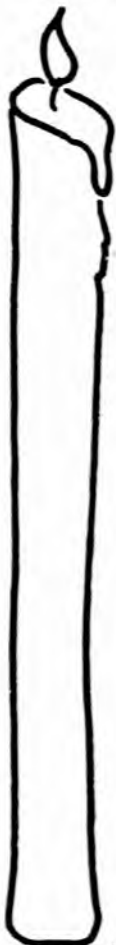
*We extend our sincere best wishes and continued success  
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Our many quality products helping you to extra sales and profits:

- April Hill Frozen Bread Dough • Breast-O' Chicken Tuna
- Purr Cat Food • Diamond Walnuts
- Doyle Pineapple, Pineapple Juice and Pineapple-Grapefruit Juice Drink
- Freshabye Disposable Diapers • Mrs. Grass Soups
- Gulfkist Shrimp • Lloyd J. Harris Frozen Pies • Lysol Products
- McIlhenny Tabasco Sauce • Sugaripe Dried Fruits
- Treesweet Citrus Juices • Pream • Sucaryl • Recipe Dog Food

## P. F. PFEISTER COMPANY

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## WELL DONE!

We Congratulate the officers and directors of the  
ASSOCIATED FOOD DEALERS  
for their leadership and progress

*May your organization continue to grow in numbers  
and in service to your membership.*

**CROWN PACKING CO.**  
*Pork Packers*

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DETROIT, MICH. 48207

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**SPANISH TREASURE**  
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## TAX TOPICS

### *Dividends and Distributions by Closely Held Corporations*

By MOE R. MILLER  
Accountant and Tax Attorney

To avoid a double tax, owners of closely held corporations will normally want to limit the amount of dividends paid.

For the closely held corporation which hasn't elected pseudo-corporation, this is the key question, since paying dividends is clearly a tax waste. The corporation gets no deduction while the stockholder must pay the full tax on the dividends received, except for the \$100 a year exclusion (\$200 for married tax payers).



MILLER

The closely held corporation usually has one tax reason for paying dividends and that is to avoid the additional tax of 27½% and

38½% on corporate earnings accumulated in excess of business needs.

If the corporation is not a member of a controlled group, earnings can be accumulated up to \$100,000 free of the penalty tax.

Even though there is no immediate need for funds, earnings can be retained for future business needs to cover expansion.

If you are held to have unreasonably retained earnings, the penalty tax hits only the unreasonable part of the retained current earnings.

If your accumulated earnings exceed \$100,000, you will have to make a study of your corporate capital structure to decide how much of your 1970 earnings, if any, must be paid in dividends.

1—If your balance sheet indicates that the earnings have gone into equipment, inventory, deferred charges, sinking funds, or necessary working capital, you don't have to worry about the penalty.

2—If the balance sheet shows loans to stockholders, substantial amounts of nonessential assets,

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The great new drinking mug  
from Pfeiffer**

**in a glass  
by itself!**



as share of stock in another corporation, then you could be skating on thin ice.

If the corporation is a member of a controlled group, only one of the corporations is allowed an exemption of \$100,000; the others are allowed only \$83,333 for the year, 1970. This exemption drops each year thereafter to \$66,667, \$50,000, \$33,333, \$16,667 and zero after 1974.

Dividends don't have to be paid in cash. They can be distributed in other forms; such as bonds, realty, stocks, or any tangible or intangible property.

1—Example—Corporation owns some real estate with a cost of \$5,000 and a value of \$20,000. If the corporation sells the asset it will have a taxable gain of \$15,000. If the net proceeds of \$20,000 are paid to the stockholders as a dividend, there will be another tax due.

However if the corporation distributes the property as a dividend in kind, there is no tax to the corporation; the full value will be taxes as a dividend to the stockholders.

#### CONCLUSION

Many corporations have tried to forestall the penalty by declaring non-taxable stock dividends. The

idea is that the stock dividend would transfer earnings and profits to capital. However, while accounting practice recognizes this conversion, **Tax Law doesn't.**

A corporation which can't retain its earnings because of the penalty tax threat, must consider the advisability of electing treatment as a pseudo-corporation.

#### TIPS FOR BAGGERS

Assist customers in removing items from shopping carts whenever possible. Place merchandise on checkout counter with price markings face up. Learn the various sizes of bags and what they will hold. Open the bag, reach inside and spread the corners so it will stand alone. Pack with two hands; it saves time and fatigue. First build a firm base, using heavier items — canned goods, sugar, flour, etc. Place perishables in a spot where they will not be bruised. Fragile items like baked goods, eggs go at the top of the bag. Dairy products tend to give off moisture and should be bagged separately. Frozen foods and ice cream should be packed in an insulated bag.

Be friendly and courteous at all times — dress conservatively.

## ***Congratulations to the Associated Food Dealers!***

Compliments of

# **THE RALEIGH HOUSE**

25300 Telegraph Road

•

Southfield, Mich. 48075

Phone (313) 353-1100

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 Wholesale  
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Sausage — Distr. Peschke Products

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**LEONE and SON WINE COMPANY**

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- 24 HOUR ORDER TAKING

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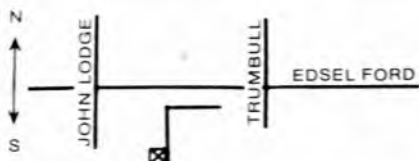
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**DETROIT, MICH. 48208**

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**871-5200**





**NEW DAGMR OFFICERS**—The new 1971 officers and directors of the Detroit Association of Grocery Manufacturers' Representatives pose for a group photo recently. Seated, left to right, are the new officers: Fred Falle of Strongheart Dog Food, sergeant-at-arms; Don Dorst of Independent Biscuit Company, DAGMR first vice-president; Howard Phillips of Kar-Nut Products, the new president; Lou Brown of Better Made Potato Chips, second vice-president; and Carl Leonhard of The Detroit News, secretary-treasurer. Standing, from left, are directors Ray Stalla of Archway Cookies; immediate past president Earl English of Earl English Associates, the new DAGMR chairman; Larry Kozel of United Food Brokerage; Al Hoppe of Paul Inman Associates; and Jerry Nelson, Quaker Oats Co.



## Congratulations to the **ASSOCIATED FOOD DEALERS**

from

### **Wayneco Wholesale Company, Inc.**

and MICHIGAN HOUSEWARES

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Phone 313/894-6300

## ***Congratulations AFD!***

OF ALL THE SAWS YOU EVER SAW  
YOU NEVER SAW A SAW SAW  
LIKE AN ATLANTIC SAW SAWS!

(That Goes For Blades Too.)

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KNIFE RENTAL SERVICE**



*JOHN HAJDAS, the Atlantic Hook-Eye man, displays some of the blades and cutlery before his service van which takes him throughout the state.*

# **ATLANTIC SERVICE COMPANY**

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## Merchandising

Vlasic Foods, Inc. has announced the appointment of Edwin M. Ver Lee to the newly created position of national sales manager, according to Russell H. Post, president. The AFD member-firm is reputed to be the nation's largest pickle, pepper and relish processor.

Oscar Bank Company, Detroit-based food broker, has been appointed representative for Rockingham Poultry Marketing Cooperative for their line of canned and frozen poultry products, Michigan and northern Ohio.

D. A. Kade & Associates, Inc. has announced the appointment of Jacob B. Oumedian as manager of the firm's sales branch office located in Grand Rapids. In addition to his duties as branch manager, Oumedian will contact the trade in western Michigan area.

C. F. Mueller Company, an AFD member, has announced that Edmund L. Gray has retired from the firm after 32 years of service with Mueller. Gray was divisional sales manager for Michigan, northern Ohio and northern Indiana. Donald P. Brass has been named his successor.

Faygo Beverages, Inc., an AFD member, has announced the appointment of Joseph F. Shields to the newly created post of director of maintenance operations. Making the announcement was Morton Feigenson, the firm's president.

Record sales for 1970 were reported recently by Peter W. Stroh, president of The Stroh Brewery Company. In addition, the firm last year acquired the Detroit Coca-Cola Bottling Company as a wholly-owned subsidiary. Both firms are AFD members.

Morton Frozen Foods, a division of IIT-Continental Baking Co., an AFD member, is currently conducting a "Free Living Payout" Sweepstakes. The promotion has been widely advertised in Look, Better Homes and Gardens, and Family Circle magazines.

Goebel Brewing Company has strengthened its professional bowling team with the addition of Eddie Lubanski and John Ruggiero Jr., former captain of the Stroh team, it was announced by Raymond Kowalski of Goebel.

P. F. Pfesiter Company, an AFD member, has been appointed representative for the Recipe Dog Food division of Campbell Soup Company, it was announced recently. Lassie, the famous TV dog, is closely associated with the product, according to Joseph Bernhard, special products manager for Campbell.

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See in action — New Automatic Fast Preparation Equipment designed to help you turn the high volume demand for popular Ready-To-Serve Fresh-Cooked Hot Foods and other Ready-To-Enjoy favorites into handsome profits!

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Wednesday, February 17 — Thursday, February 18  
Demonstrations 11:00 A.M. to 9:00 P.M.

### GOLD KEY INN

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Congratulations & Best Wishes to All AFD  
Members on Your 55th Anniversary



**These banners provided by, and displayed on our  
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Canada Dry Bottling Co. of Detroit, Inc.

Detroit Coca Cola Bottling Co.

Faygo Beverages Inc.

Mavis Beverage Corp.

Michigan Beverage Co.

Pepsi-Cola Metropolitan Bottling Co. Inc.

Red Arrow Bottling Co.

7-Up Bottling Co. of Detroit

Squirt-Detroit Bottling Co.

Stempien Beverage Co.

Towne Club Beverage Co.

Vernors Inc.

Wyandotte Coca Cola Bottling Co.

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SOFT DRINK ASSOCIATION**

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## ACCOUNTING, INSURANCE

Brink, Earl B. (Insurance)	358-4000
Gohs, Inventory Service	VE 8-4767
J & S Inventory Service	924-7070
Mid-America Associates	352-8410
Moe Miller Accounting	354-3230
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
Hekman Supreme Bakers	KE 5-4660
Holiday Delight Cheese Cake	894-6011
Independent Biscuit Co.	584-1110
Koeppinger'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
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
Peppler & 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 Dist. Co.	354-3800
Najor's Dairy Co.	353-8164
Risdon Bros., Inc.	825-1480
Sealtest Dairy	TI 6-5700
Stroh's Ice Cream	961-5840
Trombly Sales	925-9505
United Dairies, Inc.	UN 1-2800
White Star Dairy	868-8655
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Son Dairy	TY 5-6000

## DELICATESSEN

Home Style Foods Co. (Deli.)	874-3250
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
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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-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)	(I) 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

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
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 Adv. Dist. & 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
Detroit Mini-Safe Company	372-9835
Gulliver's Travel Agency	963-3261
Pittsburgh-Erie Saw	835-0913

## SPICES AND EXTRACTS

Frank's Tea & Spices	352-2256
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## STORE SUPPLIES AND EQUIPMENT

Almor Corporation	JE 9-0650
Butcher & Packer Supply Co.	WO 1-1250
C & J Barbeque Sales (Oven King)	838-3701
Carrier Basket Service	866-1081
Central Alarm Co.	838-6365
Hussman Refrigeration, Inc.	341-3994
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-9938
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	(I) 235-0605
Glacier Frozen Foods	864-9005
Grosse Pointe Quality Foods	TR 1-4000
Kaplan's Whise. Food Service	WO 1-6561
Raskin Food Company	865-1566
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
United Wholesale Grocery	834-6140
Viking Food Stores	(616) 722-3151
Vlasic Food Co.	868-9800
Wayneco Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600



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People shop at your store because it's nearby and convenient. We've appointed a local full-line S. S. Pierce supplier for the same reason. Starting now, when you order S. S. Pierce products our local supplier will handle your full-line order quickly and easily. Here's the S. S. Pierce supplier in your neighborhood:

### **Specialty Foods Company**

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**Phone: (313) 893-5594**

Call him soon. Or, call our sales representative,

### **DeCrick & Maurer, Inc.**

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**Phone: (313) 822-5385**

From now on, S. S. Pierce is going to be as convenient for you as your store is for your customers.

## **S.S. Pierce Co.**

**Boston Mass.**



**AFD-POLICE COOPERATION** — Officials of the Associated Food Dealers met last month with officials of the Detroit Police Department to discuss mutual programs of cooperation and crime prevention techniques. Pictured above, seated, from left, Police Commissioner John Nichols, new AFD president William Bennett, and executive director Ed Deeb. Watching from behind, left to right, Allen

Verbrugge, AFD vice-president and Dpty. Chief Ted Sienski. The AFD called for the establishment of a businessmen's council comprised from all segments of industry, to meet with police regularly to discuss problems and possible solutions to growing crimes. The AFD also asked that the home addresses of businessmen be kept out of news articles to help protect the man's family.

### Proclamation:

February 14 through  
February 20 is

**"GROCER'S WEEK  
IN MICHIGAN"**

Patronize  
your Neighborhood  
Grocer



SIZE OF  
KOEPLINGER'S  
FAMOUS BREADS  
COMPARED WITH  
MOST POPULAR  
SO CALLED  
SOFT BREADS

**50% or more increase in profit  
from the same shelf space**  
**KOEPLINGER'S FAMOUS BREADS**

**It's a fact...**three loaves of Koeplinger's Famous Breads take less shelf space than two loaves of most other breads.

More important, with the per loaf profit margin approximately the same on all breads, Koeplinger's Famous Breads give you more than 50% increase in profit from the same amount of your valuable shelf space. It's the extra loaves of Koeplinger's that make the difference.

Be sure to let our driver stock enough of all Koeplinger's products... it costs you real money when you run out.

OUR INCREASED ADVERTISING IS CREATING GREATER DEMAND EVERY DAY



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### Earl English Honored

Earl M. English who heads his own brokerage firm in Royal Oak, and an AFD member, was honored recently in Washington and designated as a "Candy Ambassador" in recognition of his long career in the industry, by the National Candy Wholesalers Association. English, former president of DAGMR, was one of 30 persons similarly honored.

### David Straw Joins Acme

The appointment of David I. Straw to the merchandising sales staff of Acme-Detroit Food Brokerage, an AFD member, has been announced by the company. He will be responsible for servicing accounts in the Flint, Saginaw, Bay City and Port Huron areas. At the same time, Acme-Detroit announced it was appointed representative for Party Tyme Products, a subsidiary of Joseph E. Seagram & Sons.



# QUALITY!



Available in either of two sizes — our large 8 1/2-oz. 4-muffin package, or the popular medium size 6-muffin pack.

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MAGNUSON FOOD PRODUCTS • • DETROIT 1, MICHIGAN

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### Your Complete Sausage Company

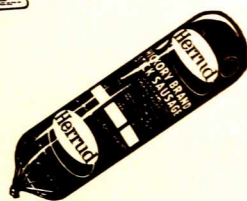
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Heritage in Fine Meats



From Coast to Coast it's Hickory Host

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Detroit Coca-Cola Bottling Company	45	Schafer Bakeries, Inc.	14
Detroit Food Brokers Association	73	Sealtest Foods	40
Detroit Free Press	27	Squirt-Detroit Bottling Company	11
Detroit News	23	Specialty Foods Company	3, 4
Detroit Rendering Company	56	Stroh Brewery Company	21
Farm Crest Bakeries	44	Sunshine Biscuits, Inc.	55
Farm Maid Dairy	24	Superior Potato Chip Co.	59
Faygo Beverages, Inc.	12	Sylvania Electric Products	55
Feiler Sales Company	66	Tamakian, James K., Co.	52
Frank Tea & Spice Company	55	United Dairies, Inc.	20
Frito-Lay, Inc.	14	Vlasic Foods	30
Glacier Frozen Foods	57	Ward Foods (Tip Top)	24
Grocers Baking Company	49	Wayne Soap Company	66
Grocers Dairy Company	36	Wayneco Wholesale Company	65
Guzzardo Wholesale Meats	64	Weiss Noodle Company	30
Hamm's Beer	33	Wesley's Quaker Maid Ice Cream	24
Herrud & Company	71	Wilson, Ira, & Sons	42
Home Juice Company	34	WPON Radio	59
Hussmann Refrigeration	57	WWJ Radio and TV	29
Inman, Paul Associates	34		
Interstate Marketing Corporation	59		
Kaplan's Wholesale Food Service	60		
Kar-Nut Products Company	10		
Keene Pittsburgh-Erie Corporation	58		
Keil, George Associates	50		
Keiller Marmalades	42		
Kellogg Company	7		
Kirby Packing Company	26		
Koeplinger's Bakeries, Inc.	70		
Knott's Berry Farm	20		
L & H Wood Mfg. Company	58		
Leone & Sons	64		
Liberty Paper & Bag Co.	72		
Maggi Seasonings	26		
Magnuson Food Products	71		
Manufacturers Bank	56		
Mario Food Products	61		
Marks & Goergens, Inc.	46		
Maybud Cheese Company	31		
McMahon & McDonald, Inc.	28		
Melody Dairy Company	61		
Metro Detroit Soft Drink Bottlers Assn.	67		
Morris, Phillip Company	46		

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