



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

NOVEMBER, 1971



Doing It Up Right

On hand for the official opening of the new United Food Store, Detroit, included Michigan Secretary of State Richard Austin, second from left. Flanking Mr. Austin on the left is Salmaan Sesi, and on the right, David Khami and owner Sabah Najor, an AFD director. (Najor also operates the Lucky Strike Mkt.)

COCA-COLA. THE MORE WAYS THEY CAN BUY IT, THE MORE PROFIT YOU CAN MAKE.

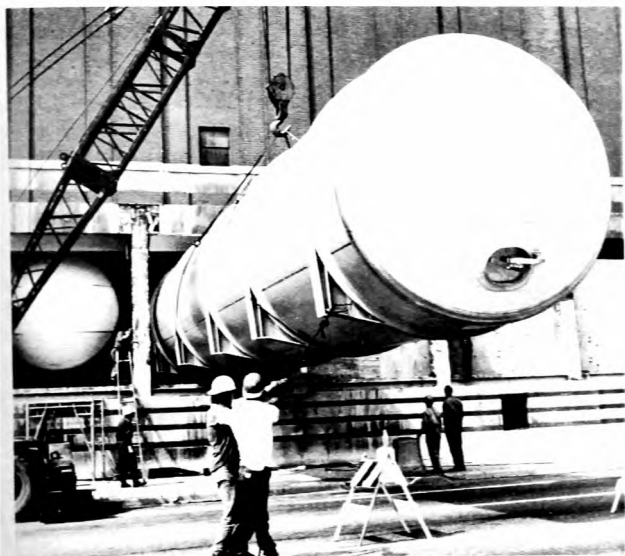
A big part of all Store Profits come from soft drink sales. Given the choice, your customers will choose to buy Coca-Cola as many ways as you choose to sell it to them. From your cooler, to your dump bin, to your vault, to your dispenser of frozen Coca-Cola, Coke can give you one continuous sales and profit story. Call your representative for Coca-Cola. He'll advise you which ways to sell Coke are best for your customers, your store, and your profits.

**YOU CAN MAKE THE MOST WHEN
YOU SELL THE BEST.
COCA-COLA.**



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

Detroit Coca-Cola Bottling Company



DRAMATIC PHOTO showing the installation of one of 21 new stainless steel tanks at The Stroh Brewery Company on the ground floor of the company's Stock House was taken recently. The huge cylindrical tanks measure 60 feet long and 10½ feet high, and weighs some 60,000 pounds. President Peter W. Stroh says the expansion will enable the brewery to produce over 4.5 million more barrels of beer annually.



JAMES BRAKEFIELD, vice-president of Kraft Foods, right, holds a USDA Certificate of Appreciation presented by Daniel Boyd, left, director of the U.S. Department of Agriculture's Plentiful Foods division. The citation was given to Kraft, an AFD member, "for outstanding work in promotion and use of agricultural products."

NFBA Broker Appointments

Six food broker representatives from Michigan recently were named to various merchandising committees of the National Food Brokers Assn. They include:

Sol G. Kurtzman, P F Pfeister Company, chairman of the Canned Foods Committee; Norbert Graves, Peterson & Vaughan, food service sales; Sy Kyte, United Brokerage Co., frozen foods; Werner Stark, Stark & Co., merchandising; Robert Tourek, Bob Jones & Co., Grand Rapids, merchandising; and Paul Kaye, of Paul Kaye Associates, the general merchandise or non-foods committee.

Chatham Announces Promotions

Three major new appointments and promotions at Chatham Super Markets, a 31-store food chain and AFD member, has been announced by Bernard Weisberg, president. They are:

Will Roberts has joined Chatham as vice-president of sales development, general merchandise. Mr. Roberts was a co-founder of Yankee Stores, Flint, and served as executive vice-president there until the chain was sold to Borman, Inc.

John E. (Jack) Barr, former advertising director of Acme Supermarkets, Philadelphia, and more recently vice-president of Eckerd Drugs, Florida, has been appointed director of advertising.

Paul K. Thomas has been named director of personnel, which includes the responsibility for employment, training, labor relations, wage and salary administration, etc., as a result of new organizational set-ups at Chatham.

Pfeister Set in Grand Rapids

P. F. Pfeister Company, an AFD member, will open a branch office in Grand Rapids, the company announced recently. The firm has operated a food brokerage business in Detroit for 53 years, has a branch in Saginaw, and is affiliated with the Wilson-Pfeister Company in Toledo.

Stephen Klusovsky will be the new branch manager, being assisted by James H. Curtiss. The Grand Rapids office will service accounts who do not presently have broker representation for the area.

At the same time the company announced it has been appointed representative for the Wells Lamont glove line.

In addition, the Pfeister Company announced the appointment of James R. Hlavin as frozen food department manager. Hlavin was formerly regional manager with Stouffer Foods Corporation.

THE FOOD DEALER

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JACOB GRANT—Farmer Grant's Market Ann Arbor

SID HILLER—Shopping Center Super Markets Southfield

JACK HAMADY—Hamady Super Markets Flint

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

THOMAS JOSEPH—Joseph's Market Detroit

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

DANNY KNOPPER—Danny's Super Markets Detroit

FRED LEVEY—Lindy's Super Markets Detroit

MOYED NAJOR—Publix Super Market Detroit

SABAH NAJOR—Lucky Strike Super Market Detroit

JAMES PEABODY—Peabody's Market Birmingham

R. JERRY PRZYBYLSKI—Jerry's Butcher Shoppes Wyandotte

PHIL SAVERINO—Phil's Quality Market Detroit

LOUIS VESCIO—Vescio's Super Markets Saginaw

THOMAS VIOLANTE—Holiday Super Market Royal Oak

JERRY YONO—Imperial Quality Market Detroit

The Sounding Board

To the AFD:

President Nixon has asked me to thank you for the splendid support which the Associated Food Dealers is giving to his new economic policy. Such backing is essential if we are to win the prosperity worthy of this great nation. The President was especially encouraged to learn of the Association's willingness to work with the Congress in passing the legislation he has proposed to spur the economy. You may be certain this means a great deal to him, and on his behalf, I am pleased to extend my warmest good wishes to all the members of the AFD.

Michael B. Smith
Staff Assistant
The White House

How does an individual say "thank you" for a job he felt was his moral obligation, and not for the merits or awards he would receive? I have been brought up, lived, and shall go on doing as I have in the past. It is you, the individual grocer, who, having survived the crisis of mass buying and selling, and who believed in quality instead of quantity, who catered to Mr. and Mrs. Q. Public as an individual instead of a group of mechanized robots, that I wish to thank for the award the Associated Food Dealers bestowed upon me recently. Thank you for the highly appreciated honor.

Alfred E. Warczak
Butcher Boy Meats, Inc.

I would like to take this opportunity to thank the members of the Associated Food Dealers for awarding me the honor of being the Broker Salesman of the Year. I had many things going for me, including the great company that I work for, the principles that we represent, the stores and buyers that I call on, and finally the driving force behind it all — my wife and family. I sincerely thank you.

Patrick Allen
Paul Inman Associates

I thank God for the Associated Food Dealers and its many fine members, and for the great honor that you have bestowed upon me. There were simply no words to express the joy that emitted from my spirit when I received your recent award. Oh what an honor! What can I say, after I say "thank you?" As for my sales ability, I do not feel that I am the best salesman who goes in and out of the various AFD stores. But, I will say that day by day I do my very best to be of service to all my accounts and to mankind. I must say that all things work together for good for those who love God. Thank you again.

Herman Polk
Faygo Beverages, Inc.

for better balanced profits!

Looking for that balanced line of baked goods to stimulate sales with a higher profit — then look to the team of Taystee and Cook Book.

Taystee



Cook Book



ED DEEB

OFF THE DEEB END

New Department?

By 1980, it is expected that the United States will have approximately 95 million job holders, and the average family income will rise nearly 50 percent from the late Sixties, to about \$13,800 annually.

Also, the population mix will change. The population between ages 19 and 40 will increase about 25 percent in this decade, while there will be a decrease in the number of children between five and 14.

These are a couple of the interesting tidbits which came out of the recent Food Editors' Conference held in Chicago.

Back to population mix once again. A couple of things should be mentioned, which will present a challenging marketing opportunity for food distributors. First, single people are waiting longer periods before they decide to plunge into married life. Secondly, the population of elderly, or senior citizens is increasing, at a time the children have left home to start their own life style.

While speaking before the graduate class in home economics recently at Wayne State University, one of the major complaints about food stores was that not enough smaller sized cans and packages are available for the small families or single people living by themselves. The gals felt everything was geared to families numbering four or more.

Perhaps the time is here for merchants to devote more attention to (1) the growing number of single persons, and (2) the increasing senior citizen population.

Smart merchandisers, and many have already begun, can see the advantage of adding still another new department to the food store: one featuring products in the small portion sizes. Sure, the cost per unit of these products are higher, but the consumer purchasing them, I'm sure, realizes this.

Another new food store department? Why not, if the demand is there!

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 PRESIDENT'S CORNER

AFD Appeals Decision on Food Inspection Council

By WILLIAM BENNETT

As you know, the Associated Food Dealers has been spearheading a movement to bring about long overdue uniform standards involving (1) food inspection, (2) shrinkage, and (3) equipment.

Probably the most frustrating thing to a food or beverage merchant is to operate in the hazy or gray area where various standards are approved at one time, only to be changed a month later.

Techniques used in food inspection should be disseminated to the industry, through the trade associations as AFD, so that retailers, particularly the newer ones, know what is expected of them. This is not done by the State Department of Agriculture.

Another thing involves meat shrinkage. Governmental agencies realize this and so do food distributors. But what is the shrinkage of a cut of meat, any meat? Uniform standards should be developed at all levels — federal, state, county and local — so merchants can place extra weight (or tare) into packages to assure proper weights. Merchants have been doing this for years anyway, but, for the most part it has primarily been "guess-timates."

With proper equipment as the Department has access to, and the use of modern computers, a little research would go a long way in providing shrinkage guides — all for the betterment of consumers, and to aid distributors in performing better service.

Selection and use of equipment is another. To our knowledge, there is no single, uniform list of suggested equipment distributed either to food distributors, or between the regulatory agencies to establish guides for merchants. The only uniformity is that it be "NSF-approved." But the National Sanitation Foundation approves much equipment; which is the "right one for us?"

Following our meeting in Lansing, called at our request, by the State Department of Agriculture, and over-loaded with government representatives, director B. Dale Ball rejected our request for some type of informal committee or council to work regularly toward providing the needed, requested standards. This is sad since, all we were trying to do is encourage communications and close the gap.

We of the AFD were also quite disappointed that in all of the news media interviews and stories, the thought most often stressed was our request to tie-



BENNETT

in law violations with established procedures. The department was regularly quoted as saying the association attempting to eliminate publicity regarding violations.

As the department, and all those present know, on this point, all we asked was that enforcement guides and rules be developed, and that all distributors be informed of the rules and laws, and that fines and penalties be spelled out, before taking a case to court, or running to seek publicity in the state's news media.

We have always felt that when an individual, or a company, or a union, or a governmental agency does its job, and does it well, it will receive all of the positive publicity it deserves.

As most of you know by now, the AFD has appealed Director Ball's decision. We are hopeful that, in cooperation with Gov. Milliken's office, he will reconsider our request for a working committee to help provide Michigan food and beverage distributors with the tools they need (openly) in order to perform better service to our customers.

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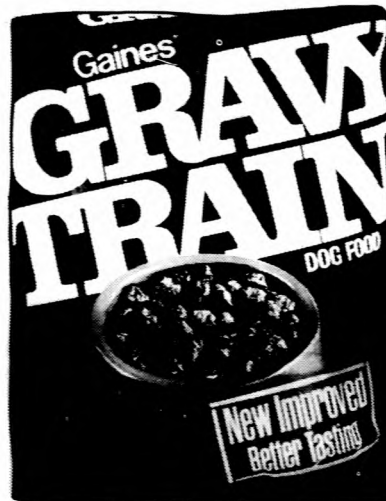
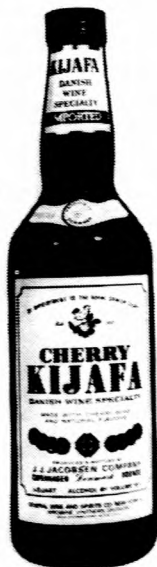
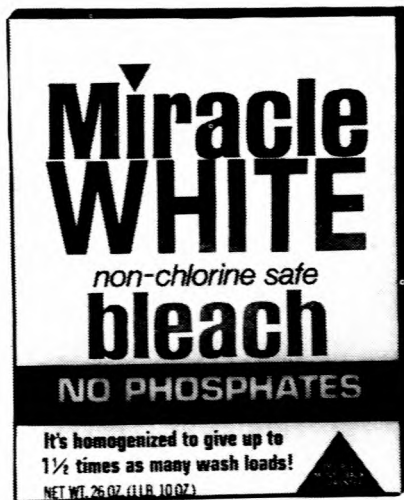
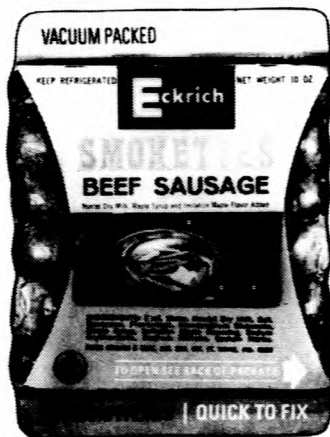
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Expansion Markets Account for Over Half of Faygo's Sales

Expansion markets entered since 1965 are now bringing the company more than 40 percent of its total sales volumes, reports Morton Feigenson, president of Faygo Beverages, Inc.

At the same time, record high Faygo sales in metropolitan Detroit supermarkets continue to strengthen the firm's take-home sales picture. The firm, which was founded in 1907, did not venture outside the greater Detroit area until only six years ago.

To meet the expected growth of sales, Faygo has ordered 25 addi-

tional 45-foot long, 13-foot high truck trailers with air-ride suspension systems.

And, for the first time, the company will hold a national sales meeting in Detroit Jan. 14, it was reported by Samuel Kinsley, marketing director, with various sales representatives and brokers in the U.S. and Canada participating, as well as advertising agencies.

Faygo Beverages has announced the appointment of Harry Cardillo to the newly created post of director of production for its Michigan

plant operations. He joins the firm from Chrysler Corp.

At the same time, Marvin Holtzberg has joined the soft drink company in the newly created post of sales manager for the metro Detroit area. He comes to the firm from General Foods Corp.

Fox New Beer-Wine Wholesalers Chief

Henry A. Fox, Jr., of the Henry A. Fox Sales Company, Grand Rapids, is the new president of the Michigan Beer and Wine Wholesalers Association. Other new officers include Victor W. Wertz of Vic Wertz Distributing Company, Mt. Clemens, first vice-president; John Van Dam, Modern Beverage, Holland, second vice-president; and Larry Smith, Dearborn Beer Distributors, treasurer.

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Seven New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food distribution and service organization, representing over 2,200 members wishes to welcome aboard seven new supplier members to the association. Their names, addresses and phone numbers are as follows:

HAMILTON FISH COMPANY, distributors of a variety of fish and seafood products, 1334 Fisher Fwy., Detroit, Mich. 48207; phone 963-7855.

HOUSEHOLD PRODUCTS, INC., distributors of various housewares and non-food products, 2240 Greer St., Keego Harbor, Mich. 48033; phone 682-1400.

VIC WERTZ DISTRIBUTING CO., distributor of Altes beer and related malt beverages, 40585 Production Dr., Mt. Clemens, Mich.; phone 293-8282.

WAYNE DISTRIBUTING CO., INC., distributor of Schlitz beer and related malt beverages, 27089 W. Warren Ave., Dearborn Hts., Mich. 48127; phone 274-3100.

CLOVER MEAT COMPANY, meat distributor and processor, 1515 Alfred, Detroit, Mich. 48207; phone 833-9050.

OVEN KING COOKIES, distributor of a wide variety of cookies, 27459 Groesbeck Hwy., Roseville, Mich. 48066; phone 775-4225.

SPERRY & HUTCHINSON CO., advertising, special promotions and trading stamp company, 33280 W. Twelve Mile Rd., Farmington, Mich. 48024; phone 474-3124.

These new members and all AFD supplier and service members deserve your support and patronage. Refer to the AFD Suppliers' Directory on Page 23 often. In fact, clip it out of *The Food Dealer* and post near your phone.

Invitation to Manufacturers, Brokers

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

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Around the Town

Congratulations to Abe Cosma of Atlas Super Market, an AFD member in Pontiac, and his wife, on the birth of their new baby boy, James Eugene.

* * *

Speaking of Pontiac, AFD director Omer Gagne of People's Super Markets is recovering from a freak accident which crushed his foot. He's coming along nicely we're told.

* * *

AFD legal counsel, George Bashara Sr., has announced the relocation of his law offices to 20233 Mack Ave., Grosse Pointe Woods, Mich. 48236. The new phone is 884-9410. George has also added an associate, Norman S. Moss.

* * *

Nat A. Sibbold, radio station manager of WWJ,

has been re-elected chairman of the NBC Radio Network Affiliates Executive Committee, at the group's recent New York convention. Congratulations, Nat!

* * *

Wrigley Supermarkets, have opened three metro Detroit area food stores, it was announced by William Sample. The stores, bringing the number of units to 87, are located in Sterling Heights, Plymouth, and Dearborn Heights.

* * *

George Zechmeister is the new sales manager of Abner A. Wolf, Inc., an AFD member, it was announced by James Kunstel, vice-president and general manager. John Kaminski, at the same time, was named meat merchandiser.

* * *

The DeCrick Company, Inc., an AFD member, has relocated its offices to 18520 E. Warren Ave., Detroit, Mich. 48236. The new phone is (313) 884-4140.

(Continued on Page 18)



Try Black Label and enjoy a beer with a heartiness all its own. Deep, honest, all-beer flavor. A fuller flavor that makes Black

Label the world's leading internationally brewed beer.

Want one? Just whistle—
♫ Mabel, Black Label!

Listen for "Low Down on Learning" on SOUL Radio

© 1971 CARLING BREWING COMPANY CLEVELAND, OHIO



FEDERAL authorization ceremony in Detroit recently. J. Harold Peters (right front), president of Peters Sausage Co., is presented with the right to use USDA seal on the firm's products from Dr. A. M. Galang, federal officer. Looking on, from left to right, are state inspectors Dr. H. Ganz, F. Bernardi, Dr. A. R. Danes, Dr. A. Cooper and Resident inspector L. J. Wajda.

Peters Sausage Company Gets Federal Approval

In a recent ceremony at the company's offices, Peters Sausage Company, an AFD member, was awarded the U.S. Department of Agriculture stamp of approval, and the right to use the USDA seal on its products.

The seal signifies that the plant, products and labeling are in compliance with Federal Meat Inspection Act regulations and grants the company inspection service as required by the law. Daily inspection is now performed by federally certified state inspector Louis J. Wajda under the federal cooperative agreements rule.


J. Harold Peters, president of the company, said the approval was another milestone for his company, which was founded by his father, John A. Peters, in 1897. "It is fitting that we will observe our 75th year in the business the year we will be allowed to market our products nationally, especially when one considers my father began by selling door-to-door."

Recently, the Peters plant underwent extensive remodeling and expansion while preparing for Federal approval. Mr. Peters, in noting that federal regulations were different from the state and local laws, said, "the transition was made much simpler by the help given our people by the state government agencies."

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THE BELL RINGER

'Halo Need Drop But Inches to Become Noose'

By ALEX BELL

Well, dear reader, you are the lucky ones. Just think, only one more column after this and 1971 will be gone bye-bye. But watch out; 1972 could be worse!

* * *

I made this statement a few years ago about this column, and will repeat it for any soreheads: Any statement that is made here-with is strictly my own and in no way represents the thinking of the association or any of its members, or *The Food Dealer* magazine. I have a deal with the editor, simply, that this column cannot be censored, or we'll pick up the marbles and go home.



BELL

We got beat again! Dr. Ruebens, who writes all these "Saxisgood books," came up with "Any Woman Can" — and we had just

started to write: "We Know a Lot of Broads That Won't." Some day I'll have to come up with a good book before the others get to it first.

* * *

Jay Welch tells us about the job applicant who filled out an employment questionnaire and when he (?) came to the question "sex?", he wrote down: "you guess."

* * *

Do you remember when mugging meant making funny faces? If you do, you are over the hill.

* * *

An old customer stopped by our den of iniquity last week and told as she was now married to a doctor who was the leading liver specialist on the East coast. We were tempted to ask her: "Calves or chopped?"

* * *

The Don of the Main St. Mafia, Tom Violante,

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If it's Frosty, it's Grade A Fancy!

tells us that they don't make ice cubes in Royal Oak no more. The old lady that had the recipe passed away.

* * *

Our first wife tells us about a girl friend of her's who got married, and she had three words in mind: Aisle, Altar, Hymn. The old gal is getting better all the time, huh?

* * *

Eddie Acho, the old Arab philosopher, advises us that Monday is the time to look back on the good old days — Saturday and Sunday.

* * *

According to Bishop Fulton Sheen, "A halo need drop but a few inches to become a noose." So as of now we dumped the halo.

* * *

We picked this one up and we think it is worth passing on: It may be laid as a universal rule that a government which attempts more than it ought will perform less.

* * *

Our first wife found a new dress shop that sells irregulars. She brought home a coat that fitted like a glove, and it had five sleeves. Very irregular, wouldn't you say?

We were talking to a young bride in our kibbutz the other day, and after six weeks of marriage, she was very disenchanted with married life. She told us that, "You make beds, dust, do dishes, and a couple of weeks later you have to do it all over again."

* * *

Bev Welch tells about the gal that went on a diet of coconuts and bananas to lose weight. She didn't lose too much, but she sure can climb trees!

* * *

We know a gal that wears falsies and goes around singing "It's chest one of those things."

* * *

We should have a prize for the chain in Detroit that loses the most money in 1971. Let's call it the Dummy Award. Any dummy can give it away!

* * *

Where is the apartment with the white leather couch and chairs, and the towels in the bathroom are marked His and Whose?

* * *

Another Epistle from St. Francis. Not up to his usual form, but it helps to fill the white space:

"Dear Butcher I finally worked up enough cour-
(Continued on Page 16)

For Delicious Toast and Sandwiches

Brought to you in Michigan by

SCHAFER BAKERIES, INC.



IT'S COLOSSAL!

Memo from Faygo

The Food Dealer • November, 1971

by
MORTON FEIGENSON
President



Faygo has been shipping to P & C Food Markets' warehouse at Syracuse, N.Y., some 450 miles away from our Detroit plant, only since May of this year.

"Helluva warehouse tonnage to handle, but we're making a lot of bucks on Faygo," said Frank J. Horgan, P & C buyer-merchandiser. Donald E. Lentz, director of merchandising and procurement for the chain store and wholesaler operation, nodded agreement — although not wholeheartedly.

"Our overall warehouse pop volume is showing good upward movement," said Lentz. "However, the fervor of Faygo's TV advertising and promotion has been slicing slightly into our private label. Anyway, we want to document Faygo's store-level profitability." Pausing a moment, he added:

"Over the next few months we'll have per-cubic-foot profit readings on all soft drink movement out of our stores, on both store-door and warehouse lines. Then, of course, we will allocate shelf space and buy accordingly."



Donald E. Lentz, Director of Merchandising and Procurement (left), and Frank J. Horgan, Buyer-Merchandiser, P & C Food Markets Inc., Syracuse, N.Y.

It turned out Lentz was talking about a program already underway, one which is taking "profit propensity" readings on every product retailed out of P & C's approximately 60 corporate-owned stores, as well as another more than 150 franchised and independent stores serviced by P & C's warehouse.

"There's real need especially," interjected Horgan, "to check store-door delivered items to identify the dogs that should be replaced by warehouse lines."

P & C is carrying out its profit propensity program, called "Cosmos," with the help of Case Management Institute.

"What it does," Lentz explained, "is take the amount of shelf space a line has as a base to determine how much sales volume and profit the line is producing per-cubic-foot. To the best of my knowledge, only two others in the U.S. food business are doing this."

Prior to talking with Lentz, Faygo had been under the impression that every sharp supermarket chain was fully aware of per-cubic-foot profitability at store levels.

"No," said Lentz. "Operators have been too busy seeing that back doors are locked, keeping enough product on shelves, giving service and making sure the refrigeration is running."

"You might say they have been so concerned about profits per se, they haven't had time to give profitability any really meaningful attention."

A million cases of pop move through P & C's warehouse annually, so we asked Horgan how he thought Faygo will fare in the Cosmos program.

"Very well," was his response. "Faygo is a good buy for Mrs. Consumer and the merchandising Faygo is doing is expanding our whole flavor market. We like Faygo's quality. Even our own employees take it home by the case."

We looked at Lentz. This time, he was nodding — and, seemingly, wholeheartedly.

THE BELL RINGER

(Continued from Page 15)

age to call your dear friend George Nepil, and I gave him your message and I believe our phone has been disconnected, and will no doubt have to appear before the court that handles such awful language. As you say, this is a family magazine. I don't think I had better repeat his greeting to you. He will deliver it to you in person. Thanks again for sharing your evening with your first and last wife while we were in town. Keep cutting that meat and lowering your prices or Uncle will call on you. Love and Kisses.—St. Francis of Arlington Heights."

* * *

With his closing of "love and kisses" we are getting a bit suspicious of old St. Francis of Arlington.

* * *

Our old friend Brownie of Eastern Poultry tells us that Eastern has started on their new building at Russell and Ferry Streets. Hey Brownie, you are going to have to sell a lot of turkeys to pay for that baby!

* * *

Jerry Yono tells about the lush who was in the slammer on a D & D charge. So for his one phone call, he phoned the local liquor store.

* * *

Phil Saverino comes up with this pearl of wisdom: "Fun is like insurance. The older you get, the more it costs you." Phil, we didn't think you were that old!

* * *

We have a suggestion for some of the skin flicks: Why not a marquee sign: "Now Showing—Everything."

* * *

We overheard our first wife tell one of her girl friends that she didn't mind me fooling around, as long as some other woman wasn't helping me.

* * *

And now, a quote from the old Greek philosopher, Aristotle: "Na Fas Ti Kardia Sou Exo, Charley Manos."

* * *

Hey Deeb, we learned through the underground grape vine you've been elected chairman of the MSU College of Communication Arts Alumni Association. Howinell can the various State alums in journalism, radio, TV, etc., put up with you is beyond me. Anyway, congratulations.

* * *

At this time, we'd like to thank brother Dick Purtan of WXYZ Radio for the plug he gave this

(Continued on Page 18)

Position Wanted

Man seeks position with food, beverage, brokerage or wholesaler; prefer sales area. Ready to start. Call Izzy Malin at (313) 864-2506.

Firm Seeks Assistant Mgr.

Wholesale fish company seeks man to assist in all phases of operations, as sales, merchandising, distribution, etc. Attractive offer to right person. Phone Mr. House at (313) 963-7858.

Position Wanted

Young man under 35 seeks position with food or beverage firm as sales representative, or driver-salesman. Contact Jacob Dib at (313) 776-1839.

Equipment For Sale

Equipment for sale, including Globe stainless slicer and stand-up platform scale. Contact (313) 821-2593 after 6 p.m.; ask for Dick.

Magnuson Food Products Relocates to Newer Quarters

Magnuson Food Products Corp., an AFD member, has relocated to newer and larger quarters, it has been announced by the firm's president, Robert P. Magnuson. The new address is 8330 W. Chicago Ave., Detroit, Mich. 48204. The new phone is (313) 491-8200.

The move was the third in recent years for the bakers of Bays English Muffins since the firm began in business in Detroit 22 years ago. The new facility provides manufacturing space almost twice the size of the old Third Ave. plant, Magnuson said, and permits his wife to move her Greeting Card company, Magnuson, Inc. to the new site.

Mr. Magnuson was pleased to note that the relocation was done within a week's time with little or no interruption of service. A unique announcement of the move was sent to its retail and institutional customers printed on a small retail grocery bag.

TO ALL OUR FRIENDS AND CUSTOMERS LEONE and SON WINE COMPANY

**Announces a New Location with Larger
Facilities, Designed to Provide You with . . .**

- A MUCH LARGER SELECTION OF WINES
- PROMPT SHIPMENTS
- CENTRALIZED LOCATION FOR QUICK PICK-UP SERVICE
- 24 HOUR ORDER TAKING

If we have failed to contact you, Please fill out the coupon and mail or give us a call. We will have a salesman out to see you that day. Let him assist you in selecting your wines.

Please contact me at:

Name _____

Address _____

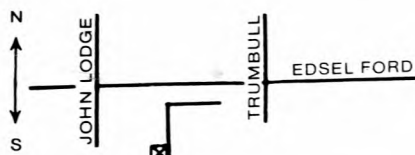
City _____ Zip _____

Phone _____

OR

**5805 LINCOLN
DETROIT, MICH. 48208**

**ONE CALL DOES IT ALL
871-5200**



AROUND THE TOWN

(Continued from Page 12)

Edward Murphy, formerly connected with the Maxwell House division of General Foods, is the new regional sales manager for the Frank Tea & Spice Co., Detroit office. The firm is an AFD member.

* * *

John Charles is the new Detroit district manager for Standard Brands. He succeeds Hugh Jordan, who has been transferred to Cincinnati.

* * *

The AFD was saddened recently to learn of the passing of the director and former chairman of Peter Eckrich and Sons, Inc., Henry C. Eckrich. He was 67.

* * *

E. W. Baker, Inc., headquartered in Birmingham, is the new public relations agency for Faygo Beverages. Bernie Thomas, the Faygo PR counsel since 1965, recently joined Baker as director of the agency's PR division.

* * *

Congratulations to AFD member George Greib, operator of Greib's Market, Ferndale, on his recent election as a City Commissioner in that city.

RETAILERS WHY FUSS?

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

COUPONS MEAN CASH!

WE EMPLOY THE HANDICAPPED.

DROP THEM OFF OR MAIL TO:

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

THE BELL RINGER

(Continued from Page 16)

column and the magazine during one of his superb morning broadcasts. Thank you, Dick.

* * *

While on the subject of thanks, we extend our thanks in behalf of the entire AFD to Judy Neuman of the Free Press for the article on quality meat stores around the Motor City. It was appreciated by all.

* * *

Don't forget the big Date — that's Feb. 8 — when our big shindig will be held at the Raleigh House. It's our 56th anniversary and Annual Food Trade Dinner. We will promise you it will be the biggest and best yet! Also mark down Feb. 6-13, the dates of our 8th Annual Grocers Week in Michigan public service campaign. Everyone should tie in with this big week.

* * *

Dear John, that's all she wrote.—ACB

Membership in AFD

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Group Blue Cross - Blue Shield

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For Information, call 542-9550**

**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**



PRIMEAT PACKING COMPANY in expansion. Morris Flatt, president of the company, center, is congratulated by Dr. Ganz (DVM) of the Michigan Department of Agriculture on the opening of its new \$750,000 on-the-rail killing floor which will double the firm's production. Flanking them on the left, Primeat's William Scarbrough and Vernon Giles; and on the right, Sam Flatt and Jack Freeman.

AFD Trade Dinner Set For Feb. 8; Grocers Week Too

The Associated Food Dealers' 56th Annual Food Trade Dinner will be held next Feb. 8 at the Raleigh House, Southfield, it has been jointly announced by co-chairman Alex Bell of Village Food Market, and Omer Gagne of People's Super Markets. The big event and celebration will once again be the highlight of the 8th annual "Grocers Week in Michigan" promotion, sponsored by the association in behalf of the total food industry. Grocers Week will be held Feb. 6-13, 1972.

All segments of the food and beverage industries — manufacturers, processors, wholesalers, brokers and retailers — are urged to again participate in the increasingly popular campaign. Gov. William Milliken will again proclaim the week-long promotion, as will the vast majority of Mayors of Michigan cities.

AFD president William Bennett has invited food and beverage companies to sponsor portions of the program, and/or place their advertising message in AFD's award-winning magazine, *The Food Dealer*, which will be the program book for the big event.

Companies interested in sponsoring a portion of the banquet, or in placing an ad, should contact Ed Deeb, said Bennett.

Get together with Grocers Baking and make some



Bread. The staff of life. Number one in turnover. It outpaces all other grocery items. Top dollar profit. That's what you make on every loaf of bread you sell with practically no cost on your part. Once your bread rack is properly stocked, you realize fast profits on one of the smaller inventory investments in your store. And it's all fast-turnover profit from then on. Bread ranks second in unit sales per square foot. Only milk in half-gallons exceeds it. Bread stimulates more grocery sales than any other single product. Every loaf you sell starts a cycle of other purchases. Just think of the added advantages of being able to buy it from yourself. As an affiliate of Grocers Baking Co. and an Oven-fresh Baked Foods dealer, you can.



GROCERS BAKING CO.

America's largest bakery exclusively owned by and operated for affiliated food retailers.

MAIN PLANT:
210—28th St., S.E., Grand Rapids, Michigan

BRANCHES:
Alpena: 517-354-4277
Benton Harbor: 516-927-1720
Detroit: 313-537-2747
Flint: 313-785-4621
Grand Rapids: 616-245-9127
Kalamazoo: 616-345-7729
Lansing: 517-482-8600
Muskegon: 616-726-4654
Saginaw: 517-792-8271
Traverse City: 616-947-6278

Merchandising

Creation of an office of consumer affairs, and the appointment of **Reba J. Webber** as its administrator, have been announced by **Peter Eckrich and Sons**, an AFD member.

Mario's Food Products, an AFD member, is introducing into the Michigan market a line of California ripe olives under the Mario's label. The introduction is supported with case allowances and features a consumer mail-in offer. For more information contact Mario's or any of its brokers.

Acme Detroit Food Brokerage representative **Roger Petty** has been presented with the Broker of the Year Award for outstanding sales achievement, by **Party Tyme Products**. New packaging, saturation advertising and follow-through personal sales contact, made the award possible.

The Frank Tea & Spice Co., an AFD member, has announced the promotion of **James J. Kothe** to the position of Detroit district sales manager. He has been with the company 18 years.

Anheuser-Busch, Inc., has announced it will expand its **Budweiser Malt Liquor** into 225 additional markets, bringing the total number of markets in the U.S. to 625, according to **Orion P. Burkhardt**, the brand's manager.

Cookies and milk bring back many childhood memories, as was attested at this year's recent State Fair. **Miss Lee Murray** was the featured highlight of continuous cooking demonstrations in

cooperation with **Archway Cookies**, an AFD member, and other participating firms.

Del Monte Corporation has announced the new edition for the company's annual midwinter sales event, designed to get 1972 off to a fast start. The theme is "Turn up your sales volume with 'Fiesta Del Monte'," according to the sales company president, **Walter W. Berris**. It emphasizes good store display and trade and consumer advertising support.

Stroh Brewery Company, Detroit, has announced four appointments, according to **Leo P. Brown**, general sales manager. **Robert Horvath** has been named a district manager; **Forrest Morgenson**, named district manager; **Timothy Kuras**, named merchandising representative; and **Robert G. Ewers** named special representative for the young adult market, a new post.

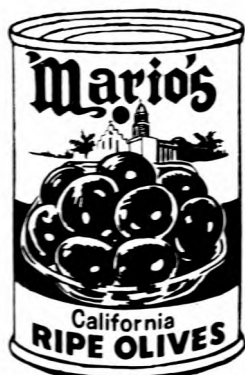
United Brokerage Company, an AFD member, has reported the acquisition of the **James M. Kinsey Company** of Ft. Wayne, Indiana.



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PROFIT
CHAMP**
Big in every way

CASH IN!
Call 826-5030

Peters SAUSAGE COMPANY



Mario's
THE
OLIVE PEOPLE

Contact your Mario's Representative
for complete details on our
TOTAL OLIVE PROGRAM



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 \$800.00 A MONTH
when you're sick or hurt and can't work.

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

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

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

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

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

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

TAX TOPICS

Losses, Tax Overpayments Can Bring Speedy Refund

By MOE R. MILLER

Accountant and Tax Attorney

Many businesses will end this taxable year with a right to some kind of Federal Tax Refund. Collecting a tax refund through ordinary procedures may take quite some time, but a quick refund claim gets the claimant his money back within 45 to 90 days.

QUICK REFUNDS ARE AVAILABLE FOR:

- 1—Operating loss carrybacks of individuals and corporation.
- 2—Capital loss carry back of corporations.
- 3—Estimated tax overpayments of corporation.
- 4—Investment credit carry backs of individuals and corporations.

OPERATING LOSS CARRYBACKS

An individual whose unincorporated business finished its year with an operating loss uses Form 1045 to file a quick refund claim based on a carryback to earlier years. A corporation that finishes its year in the red uses Form 1139 for the quick refund based on its loss carryback. A net operating loss is first carried back to the earliest of three years. Anything then remaining can be carried over as many as five years following the loss year. So that you have eight years in which to carry your loss; three years back and five years forward.



MILLER

CORPORATE CAPITAL LOSS CARRYBACKS

A corporation that realizes capital losses in a year beginning after 1970 can carry them back to recover capital gains taxes paid in 1968, 1969 and 1970. These capital loss carryback refunds can be recovered by the same quick refund claim procedure as corporate operating losses.

OVERPAYMENT OF CORPORATE ESTIMATE TAX

Many corporations may find that their estimate tax payments made this year exceed what their tax will be. This overpayment of estimated tax, if large enough, can be recovered by a quick refund claim filed on Form 4466. To qualify for refund procedure, the estimate tax overpayment must be at least (1) 10% of the tax due and (2) \$500.

UNUSED INVESTMENT CREDIT CARRYBACKS

Individuals or corporations that end the year with an unused investment credit may file quick refund claims based on a carryback of the unused credit to earlier years. They use the same forms and procedures as for operating loss carrybacks.

Person in \$5,000 to \$10,000 Bracket May Overpay '70 Tax

It will be easier for many individuals to compute their '71 income tax because of a change made by the '69 Tax Reform Act. Those persons using the standard deduction instead of itemizing their personal expense deductions, will be able to get their tax from an optional table if their adjusted gross income is under \$10,000. Before this law change, the optional table could be used only for adjusted gross income under \$5,000.

As a matter of law, an individual with adjusted gross income of \$5,000 to under \$10,000 is entitled to compute his own tax using the standard deduction. That may give him a lower tax than the optional table, because the table gives the tax by \$50 income brackets.

HAVE ANY TAX QUESTIONS?

If you have any questions concerning taxes or related problems, drop a note to Mr. Miller care of The Food Dealer, 434 W. Eight Mile Rd., Detroit, Michigan 48220.

THE WAYNE SOAP COMPANY



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Good Service

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FAT, TALLOW &
RESTAURANT GREASE

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DETROIT, MICH. 48217

AFD Member

Support These AFD Supplier Members

ACCOUNTING, INSURANCE

Brink, Earl B. (Insurance)	358-4000
Gohs, Inventory Service	557-4130
J & S Inventory Service	924-7070
Moe R. Miller & Co.	557-5255
Mid-America Associates	557-8410
Receivable Management Associates	564-6334
Retail Grocery Inventory Service	399-0450

BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	522-1100
Bonnie Bakers	893-3260
Farm Crest Bakeries	TR 5-6145
Grennan Cook Book Cakes	TA 5-1900
Grocers Baking Co. (Oven-Fresh)	537-2747
Holiday Delight Cheese Cake	894-6011
Independent Biscuit Co.	584-1110
Keebler Company	535-4660
Koeplinger's Bakery, Inc.	JO 4-5737
Magnuson Foods (Bays Muffins)	491-8200
Oven King Cookies	775-4225
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Taystee Bread	TY 6-3400
Tip Top Bread	TA 5-6470
Warrendale Baking Co.	271-0330
Wonder Bread	WO 3-2330

BEVERAGES

Anheuser-Busch, Inc.	886-8709
Associated Breweries	925-0300
Canada Dry Corp.	868-5007
Carling Brewing Company	834-7170
Cask Wines	849-0220
Coca-Cola Bottling Co.	898-1900
J. Lewis Cooper Co.	499-8700
Faygo Beverages	WA 5-1600
Greater Macomb Beer & Wine Dist.	468-0950
Home Juice Company	925-9070
Leone & Son Wine Co.	871-5200
L & L Wine Corp.	491-2828
Mavis Beverages	DI 1-6500
National Brewing Co. (Altes)	921-0440
O'Donnell Importing Company	386-7600
Pepsi-Cola Bottling Co.	366-5040
Seven-Up Bottling Co.	537-7100
Stroh Brewery Company	961-5840
Squirt Bottling Company	JO 6-6360
H. J. Van Hollenbeck Dist.	293-8120
Vernor's RC Cola	TE 3-8500
Wayne Distributing Co.	274-3100
Vic Wertz Distg. Co.	293-8282

BROKERS, REPS

Acme Detroit Food Brokerage	581-0410
Allstate Sales-Marketing, Inc.	535-2070
R. F. Brown Sea Food Co.	(517) 484-5428
Steve Conn & Associates	547-6900
Continental Food Brokerage	255-5880
Harris Crane & Company	538-5151
DeCrick Company	884-4140
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Fin Brokerage Company	352-8061
Earl English Associates	546-5100
Food Marketers, Inc.	342-5533
Graubner & Associates	444-8400
John Huetteman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corp.	341-5905
Paul Kaye Associates	864-7000
George Keil Associates	273-4400
Latimer & Ziegler Associates	353-7850
Harry E. Mayers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	DI 1-8080
Northland Food Brokers	342-4330
Peterson & Vaughan, Inc.	VE 8-8300
P. F. Pfeister Company	491-2000
Sahakian & Salm	962-3533
Sherman & Company	557-9191
Sosin Sales Co.	WO 3-8585
Stark & Company	358-3800
Stiles Brokerage Company	965-7124
Sullivan Sales	KE 1-4484
James K. Tamakian Co.	352-3500
Ned Weitzman Associates	272-3700
United Brokerage	BR 2-5401
Mort Weisman Associates	557-1350

DAIRY PRODUCTS

The Borden Co.	564-5300
Detroit City Dairy, Inc.	TO 8-5511
Detroit Pure Milk (Farm Maid)	837-6000
Fairmont Foods Co.	TR 4-0300
Grocer's Dairy Company	(616) 254-2104
Gunn Dairies, Inc.	TU 5-7500
Land O'Lakes Creameries	TE 4-1400
McDonald Dairy Company	(313) 232-9193
Melody Dairy Company	557-3800
Najor's Dairy Co.	353-8164
Risdon Bros., Inc.	825-1480
Sealtest Dairy	TI 6-5700
Stroh's Ice Cream	961-5840
Trombly Sales	925-9505
United Dairies, Inc.	UN 1-2800
Vroman Foods, Inc.	(419) 479-2261
White Star Dairy	868-8655
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Son Dairy	TY 5-6000

DELICATESSEN

Home Style Foods Co. (Deli.)	874-3250
Leon's Home Made Foods	(517) 489-3766
Quaker Food Products, Inc.	874-0550
Specialty Foods (Deli.)	893-5594

EGGS AND POULTRY

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

FISH AND SEAFOOD

Hamilton Fish Company	963-7855
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FRESH PRODUCE

Andrews Bros. of Detroit	841-7400
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
Mario's Food Products	923-3606
Morton Salt Company	VI 3-6173
C. F. Mueller Company	543-8853
Prince Macaroni of Michigan	372-9100
Red Pelican Food Products, Inc.	921-2500
The Relish Shop	925-5979
Roman 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
Vlasic Food Products	557-2020

MEAT PRODUCTS, PACKERS

AAA Meat Buying Service	382-7700
Clover Meat Company	833-9050
Crown Packing Co.	TE 2-2900
Detroit Veal & Lamb, Inc.	962-8444
Bob Evans Farms, Inc.	422-8000
Feldman Brothers	WO 3-2291
Flint Sausage Works (Salays)	(1) 239-3179
Frederick Packing Company	832-6080
Glendale Foods, Inc.	962-5973
Gordon Sausage Co.	826-6145
Great Markwestern Packing	321-1288
Guzzardo Wholesale Meats, Inc.	FA 1-1703
Herrud & Company	962-0430
Hygrade Food Products Corp.	464-2400
Kent Packing Company	843-4900
Kirby Packing Company	831-1350
Kowalski Sausage Co., Inc.	TR 3-8200
Mangiapane Meats	921-8830
Oak Packing Company	961-2160

Peet Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Co.	368-3310
Peter Eckrich & Sons, Inc.	KE 1-4466
Peters Sausage Co.	TA 6-5030
Pitts Packing Co.	WA 3-7355
Popp's Packing Company	365-8020
Regal Packing Co.	875-6777
Ruoff, Eugene Co.	WO 3-2430
Sam & Walter Provision Co.	TW 1-1200
Tamaren Beef Company, Inc.	871-6210
Van Dyke Steak Company	875-0766
Wayne Packing Co.	WO 1-5060
Weeks & Sons (Richmond)	RA 7-2525
Wehby Meats, Inc.	832-3350
Winter Sausage Manufacturers	PR 7-9080
Wolverine Packing Co.	WO 5-0153

MEDIA

Detroit Free Press	222-6400
The Detroit News	222-2000
The Pontiac Press	332-8181

NON-FOOD DISTRIBUTORS

Arkin Distributing Co.	WE 1-0700
Camden Basket Company, Inc.	(517) 368-5211
Hartz Mountain Pet Pdis.	923-4550 or 682-1400
Household Products, Inc.	682-1400
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
Tom's Toasted Peanuts	276-2292
Vita-Boy Potato Chips	TY 7-5550

PROMOTION

Action Advg. Distg. & Mailing Co.	964-4600
Bowlus Display Co. (signs)	CR 8-6288
Green Advertising, Inc.	255-7170
Sperry & Hutchinson Co.	474-3124
Stanley's Adv. & Distributing Co.	961-7177
Louis Stephen Company (Printers)	371-5670

RENDERERS

Darling & Company	WA 8-7400
Detroit Rendering Company	571-2500
Wayne Soap Company	842-6000

SERVICES

Atlantic Saw Service Co.	954-1295
Comp-U-Check, Inc.	255-2800
Gulliver's Travel Agency	963-3261
Pittsburgh-Erie Saw	835-0913

SPICES AND EXTRACTS

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

Almor Corporation	JE 9-0650
Bra-Con Industrial Balers	851-6265
Butcher & Packer Supply Co.	WO 1-1250
C & J Barbeque Sales (Oven King)	838-3701
Carrier Basket Service	866-1081
Central Alarm Co.	838-6365
Detroit Mini-Safe Company	372-9835
Hussman Refrigeration, Inc.	398-3232
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-5938
Lepire Paper & Twine Co.	WA 1-2834
Liberty Paper & Bag Co.	921-3400
Master Butcher Supply Co.	WO 1-5656
Midwest Refrigeration Co.	JO 6-6341
National Cash Register Co.	873-5500
Pappas Cutlery & Grinding	965-3872
Scan-A-Scope	823-6600
Square Deal Heating & Cooling	WA 1-2345

WHOLESALE, FOOD DISTRIBUTORS

Central Grocery Company	(1) 235-0605
Detroit Warehouse Company	491-1500
Glacier Frozen Foods	864-9005
Grosse Pointe Quality Foods	TR 1-4000
Kaplan's Whise. Food Service	WO 1-6561
Raskin Food Company	865-1566
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
Viking Food Stores	(616) 722-3151
Wayneco Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

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

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

Return Requested



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

For those food and beverage merchants who are not aware, Blue Cross-Blue Shield hospitalization insurance at low GROUP rates is available to all retail members of the Associated Food Dealers. The AFD is the only retail food association in Michigan which offers the comprehensive Blue Cross program.

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

MEMBERSHIP APPLICATION

Name of Firm

Address

City

Owner's Name

Check One: Retailer ☐ Supplier ☐

If retailer, Do you wish Blue Cross Coverage?

Yes ☐ No ☐

An Invitation to Join A.F.D.

Through membership in the Associated Food Dealers, you can enjoy wide benefits designed to bring recognition to our industry in your community. In addition, such services as Blue Cross and all types of general insurance, coupon redemption program, weekly newsletter, and a wide variety of other services are available. Call and let us tell about them. Or, clip out the application and mail to:

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