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

You've got a lot to live. Pepsi's got a lot to give.
Specialty Foods Co., Inc.

- Barley Soup
- Cabbage Soup
- Beet Soup
- Beet Soup (Barbecued)
- Dill Tomatoes
- Dinner
- Fresh Dill Kosher Style
- Kidney Bean Salad
- Kidney Bean Salad Delight
- Golden Bean Salad
- Sweet Bean Salad
- Mushrooms!
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, chichi 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

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, chichi 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

HAMTOWN'S MUSHROOM BARLEY SOUP
Packed same as above. Contents: Fresh Mushrooms, Barley, Carrots, Onions, Tomatoes, Meat stock and spices.
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 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

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 are either 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.
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:

- COMPUTERIZED SALES ANALYSIS that ranks products by your sales for easy product mix evaluation. Case pack change recommendations are made, based on average sales per store, per week.
- 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.

Kellogg's puts MORE PROFITS in your cereal sections.
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.

And your Del Monte salesman is not only equipped with kits for every occasion, but he'll show you how to make them work best.

Our promotions will give your whole store an overall feeling of 'sale.' And frequent substantial allowances on Del Monte products will give you faster turnover and more profits.

That's why we put on more promotions than anyone else. So see your Del Monte representative* about any one of our storewide promotion kits. They're all in his hands.

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

by
MORTON FBGENSON
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."

March 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.


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. 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 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"

Sparkling new wine from those people who make the great CASK wines.

Michigan Wineries, Inc.
Vintners

5450 West Jefferson
Detroit, Michigan 48209

313 - 849-0220
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 MCCP will help finance a special statewide study on solid waste and litter collection and disposal methods. Accepting the check from MCCP treasurer Robert Healy is Mel Ravitz, left, who is also president of the Detroit Common Council.
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.
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.
Compliments of 8 friends of the Michigan grocers.

(Campbell's SOUPS)

FRANCO-AMERICAN

SWANSON

Campbell's TOMATO JUICE

Campbell's BEANS

V-8

PEPPERIDGE FARM®

Bounty

(In other words, Campbell Soup Company.)
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.
and Directors

Phil Lauri
Trustee

Louis George
Mayfair Super Mkt.
Trustee

Al Wyffels
Albert's Fine Foods
Trustee

Edward Deeb
Executive Director

George Bashara, Sr.
Legal Advisor

Jay Welch
Hollywood Super Mkt.
Trustee

Alex Bell
Village Food Mkt.
Trustee

Sidney Brent
Kenilworth Super Mkt.
Trustee

Donald LaRose
Food Giant Super Mkt.
Trustee

Lafayette Allen, Jr.
Allen's Super Mkt.
Director

Wilson Boyd
King Cole Super Mkt.
Director

Sam Cosma
Atlas Super Mkt.
Director

Reuben Cotler
Ker-Davison Super Mkt.
Director

Jack Hamady
Hamady Bros. Food Stores
Director

Sid Hiller
Shopping Center Mkt.
Director

Manuel Jona
Americana Food Center
Director

Thomas Joseph
Joseph's Market
Director

Fred Levey
Lindy's Super Mkt.
Director

Moyed Najor
Public Super Mkt.
Director

R. Jerry Prybylski
Jerry's Food Mkt.
Director

Phil Saverino
Philo's Quality Mkt.
Director

Louis Vescio
Vescio Super Mkt.
Director

Tom Violante
Holiday Super Mkt.
Director

Jerry Yono
Imperial Quality 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
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 BELL RINGER
(Continued from Page 12)

If you remember Ben Bernie, Glen Gray, Eddie Duczyn, 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 Acho: 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 revolution."

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

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 usable 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.

Move up to the Class 5. Call your NCR man today. It may be the best move you ever made.

THE NATIONAL CASH REGISTER CO.
2875 W. Grand Blvd. • Detroit • 873-5500
FOOD GETS ‘PRIME’
ATTENTION AT THE NEWS

The Detroit News has a lot extra to offer the food dealer in Michigan. Check us out!

Kitchen Talk  An entire section devoted to food. Packed with taste-tempting recipes and money-saving food coupons. A terrific place to advertise!

70% Food Linage* The News carries 70% of the food linage placed by the top 10 national food advertisers in Michigan’s two largest newspapers. Use The Detroit News... advertise with quality!

“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.

The Detroit News
Largest evening newspaper circulation in America
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.

TIP TOP DIVISION OF WARD FOODS, INC.

3600 Toledo Ave. • Detroit, Mich. • Phone 825-6470
17 winning numbers make National

The best brood ever brewed

The Classic Premium Brew

It's Wild

With Fassbier Taste

World's Largest Selling Malt Liquor

National Brewing Company

3765 Hurlbut
Detroit, Michigan 48214
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

Best Wishes to the AFD!

from

Kirby Packing Company
1565 Division • Detroit 48207

Phone (313) TE 1-1350
Free Press readers really push those shopping carts. That’s because they study the Free Press food pages, they check them out in the morning when shopping decisions are made and they head for the stores whose advertising has impressed them.

So those wonderful Free Press food shoppers—about a half-million in the Detroit area alone—fill food store aisles, fill shopping baskets, and contribute to the profit picture.

If you’re in the food business you need those Free Press shoppers—they’re too numerous and too profitable to ignore.
NON-PUBLIC MARKET IS NEW CHALLENGE TO RETAILING

BY E. B. WEISS

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.

CONGRATULATIONS
to the Associated Food Dealers on your 55th birthday . . .
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(Continued on Page 32)
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Your Profit Line of
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here's how to flag down more profit for your international cheese center

Mel-O-Pure®—a great new semi-soft natural cheese from Wisconsin—joins the May-bud selection of domestic and imported cheeses. Brand new mild flavor appeals to the growing snack market. Package is a display in itself. Descriptive back label tells how Mel-O-Pure tastes and suggests ways to serve.

• guaranteed sales...30% profit for you
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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 furnished 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 lessens the need for ownership of some traditional home possessions. These services tend not to be offered by traditional retailers.

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

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)
Our Cap Is Off to the
ASSOCIATED FOOD DEALERS
of MICHIGAN
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. Entrained 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)
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.
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.
Sometimes it takes a little extra service to keep Smurthwait’s mind off his job.

SMURTHWAIT is our special service follow-up man—complaint man. It’s a nasty job, but we do our very best to keep him happy. We must be successful. He hasn’t had to keep his mind on his job in quite a while now. That’s because a Continental Salesman’s job is a service job that sometimes requires a little extra service. Order 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.

CONTINENTAL FOOD BROKERAGE COMPANY
17501 W. EIGHT MILE RD., DETROIT, MICHIGAN 48235 - Phone (313) 533-2055
Grand Rapids, Michigan • Flint, Michigan • Toledo, Ohio • Fort Wayne, Indiana

THE PRODUCTS WE WORK FOR:

<table>
<thead>
<tr>
<th>Avon Frosted Foods</th>
<th>Gebhardt Mexican Foods</th>
<th>Mario Olives</th>
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<tr>
<td>Best Foods Dressings and Mayonnaise</td>
<td>Habitant Soups</td>
<td>Mr. Plumber</td>
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<tr>
<td>Birds Eye Frozen Foods</td>
<td>Holloway Candy</td>
<td>On-Cor Frozen Foods</td>
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<td>Cacklebirds</td>
<td>Kitchens of Sara Lee</td>
<td>Richardson Mints</td>
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<tr>
<td>Clark Candy</td>
<td>Kobe Shoestring Potatoes</td>
<td>S &amp; W Fine Foods</td>
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<tr>
<td>Creamette Macaroni and Spaghetti</td>
<td>La Choy Chinese Foods</td>
<td>Skippy Peanut Butter</td>
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<td>Fisher Nuts</td>
<td>Liberty Cherries</td>
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<td>G W Pizza</td>
<td>Ma Brown Pickles and Preserves</td>
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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

**Banquet Sponsors:**  
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Darling & Company  
Detroit Rendering Company  
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Kar-Nut Products  
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General Mills, Inc.  
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White Star Dairy

**Signs and Banners:**  
Robert Bowlus Sign Co.
The Chantones Trio
Capitol Recording Artists

Ginny Sibert
and her Strolling Trio

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)

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 SALESMEN!

"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. • FERNDALE, MICH. 48220 • Phone (313) 66-6341
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.”
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

"Very Interesting"...

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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.
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 $2\frac{1}{2}$ 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.
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.
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.
Part of Your Profit Team...

Yes, these popular items are part of your profit team. These and other items represented by DeCrick & Mauer 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.

DeCrick & Mauer, Inc.
13015 E. Warren Ave.
Detroit, Mich. 48215
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.
It's the season for hearty meals... Your customers will be looking for the hearty bread...

LUMBERJACK

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.
The Test Of Time...

Years Of Successful Service
To Slaughter Houses, Wholesale & Retail Markets and Locker Plants
Whatever Your Problems May Be, Call

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ALLIED MEMBER

Congratulations
To Officers And Directors of the 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.

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Michigan Bank Announces

ESP

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  goal: save $50 or more each month automatically
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Many Thanks

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who have helped to make
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"Bakers of America’s favorite Cookies. Snacks and Crackers"

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EQUAL IN QUALITY TO ANY COMPETITORS

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**Support Your In-State Industry!**

Help Us To Help You!

**MICHIGAN POTATO INDUSTRY COUNCIL**

J. A. "JACK" DELLANGELO — Executive Secretary

809 CENTER ST. • LANSING, MICH. • Phone (517) 373-3783

*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.

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
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.
352-2256
Sign of the personal touch... for all your banking needs

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
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.
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
KAPLAN’S
Wholesale Food Service

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

DAILY DELIVERY
Call us or stop in and pick your own!
2630 Riopelle • Detroit • WO 1-6561
(In the Eastern Market)

New Chatham Department
The creation of a new department of Planning Services at Chatham Super Markets, an AFD member, has been announced by president Bernare 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 to the Officers and Members of the Associated Food Dealers.

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
- Mellehenny Tabasco Sauce • Sugaripe Dried Fruits
- Treesweet Citrus Juices • Pream • Sucaryl • Recipe Dog Food

P. F. PFEISTER COMPANY
14900 Meyers Road, Detroit, Mich. 48227 • Phone 491-2000
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

AREA CODE 313
PHONE 832-2900

2900 ORLEANS
DETROIT, MICH. 48207

U.S. INSPECTION NO. 666

Mario's your
SPANISH TREASURE
for 1971
- OLIVES
- OLIVE OIL
- IMPORTED SPECIALTY ITEMS

Congratulations To The Associated Food Dealers

melody dairy
Division of Melody Distributing Company

25820 Southfield Road • Southfield, Michigan 48075 • Telephone: (313) 354-3800
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).

The closely held corporation usually has one tax reason for paying dividends and that is to avoid the additional tax of 271/2% and 381/2% 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,
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
the Officers and Directors
— of —
ASSOCIATED FOOD DEALERS

GUZZARDO
Wholesale
Meats, Inc.

Sausage — Distr. Peschke Products
Phone FA 1-1703-4-5
2828 Riopelle • Detroit, Mich. 48207

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

5805 LINCOLN
DETROIT, MICH. 48208

Please contact me at:
Name ____________________________
Address __________________________
City __________ Zip __________
Phone ____________________________

OR

ONE CALL DOES IT ALL
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 4520 Maybury Grand • Detroit, Mich. 48208 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.)

We also Feature a KNIFE RENTAL SERVICE

ATLANTIC SERVICE COMPANY
19197 Justine • Detroit • Phone 965-1295

We Appreciate Your Business!

JOHN HAJDAS, the Atlantic Hook-Eye man, displays some of the blades and cutlery before his service van which takes him throughout the state.
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. Oumeridan as manager of the firm's sales branch office located in Grand Rapids. In addition to his duties as branch manager, Oumeridan 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 ITT-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. Pesiter 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.

"1971 Pathways To Profits . . . ."

YOUR GUIDE TO THE NEWEST IDEAS FOR READY-TO-SERVE HOT FOODS

Let's face it — in this New World of ours, your customer's living and eating habits have changed.

PUT YOUR MERCHANDISING IN STEP WITH TODAY!

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!

IF YOU WANT TO IMPROVE YOUR PRESENT RATE OF PROFIT RETURN BE SURE TO VISIT

Feilers Fast Food-a-rama

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

GOLD KEY INN

6500 John Lodge at N. Grand Blvd., Detroit

FEILER SALES CO.

1434 Gratiot Ave., Detroit 48207 • Ph. 313 - 963-4020
Congratulations & Best Wishes to All AFD Members on Your 55th Anniversary

These banners provided by, and displayed on our member—trucks courtesy of the MDSDA:

Atlas Bottling Co.  
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.

METRO DETROIT SOFT DRINK ASSOCIATION
### Support These AFD Supplier Members

#### ACCOUNTING, INSURANCE
- **Brink, Earl B. (Insurance)**
  - Gohs, Inventory Service: 338-4000
- **Gohs, Inventory Service**
  - J & S Inventory Service: 924-7070
- **Mid-America Accountants**
  - Hoe Miller Accounting: 324-3250

#### BAKERIES
- **Archway Cookies**
  - Arrow Bakers: 322-1100
- **Borden Bakers**
  - Farm Credit Bank: 941-1000
- **Grennan Cook Book Cakes**
  - T & D Bakers, Inc. (Oven-Fresh): 1-2800
- **Heckman Supreme Bakers**
  - K & E Bakers: 5-6660

#### BEVERAGES
- **Associated Beverages**
  - Canada Dry Corp.: 865-0000
- **Carling Brewing Company**
  - Cask Wines: 834-7170
- **Coors Brewing Company**
  - J. Lewis Cooper Co.: 823-2000
- **Faygo Beverages**
  - Fox Family Beverage: 5-6470
- **Warrendale Baking Co.**
  - Wonder Bread: 9-2200

#### BROKERS
- **Acme Detroit Food Brokerage**
  - Allstate Sales-Marketing: 535-2070
- **Steve Conn & Associates**
  - Continental Food Brokerage: 323-0100
- **Harris Crane & Co.**
  - D. & L. Bakers: 297-2000
- **Kent Packing Company**
  - Hays Ice Cream: 271-5670

#### DAIRY PRODUCTS
- **The Borden Co.**
  - Detroit City Dairy, Inc.: 84-5300
- **Fairmont Foods Co.**
  - Gunn Dairy, Inc.: 10-4300
- **Hays Ice Cream**
  - Land O'Lakes Creameries: 84-5300
- **Melody Dairy Dist. Co.**
  - Nabor's Dairy Co.: 84-5300
- **Uhlman Bros.**
  - White Star Dairy: 84-5300
- **Wesley's Quaker Maid, Inc.**
  - T & D Bakers, Inc. (Oven-Fresh): 1-2800

#### DELICATESSEN
- **Home Style Foods Co. (Deli)**
  - Leon's Home Made Foods: 877-3770
- **Klein Foods, Inc.**
  - Specialty Foods: 871-4000

#### EGGS AND POULTRY
- **Detroit Livestock Market Co.**
  - Eastern Poultry Co.: 1-8190
- **Gelardi Produce Co.**
  - Page & Co. Eggs: 834-6600
  - Water Wonderland Egg Corp.: 877-3800

#### FRESH PRODUCE
- **Andrews Bros. of Detroit**
  - Badalement (Bananas): 843-7400
- **Clima-Mart Bros.**
  - Cusumano Bros. Produce Co.: 921-3450
- **Gelardi Produce Co.**
  - North Star Produce: 643-3450

#### GARDEN SUPPLIES
- **Fredonia Seed Company**
  - Gardening Supplies: 627-5135

#### INSECT CONTROL
- **Key Exterminators**
  - Key Exterminators: 4-9200
  - Vogel-Ritt Pest Control: 4-9200

#### LINEN SERVICE
- **Economy Linen Service**
  - Marathon Linen Service, Inc.: 843-7500

#### MANUFACTURERS
- **Aunt Jane's Foods**
  - Boyce Midway Company: 543-3450
- **Anchor Supple Co.**
  - Diamond Crystal Salt Company: 325-3000
- **Kraft Foods**
  - Liberal Corporation: 923-2000
- **Morton Salt Company**
  - Morton Salt Company: 324-3500

#### MEAT PRODUCTS, PACKERS
- **AAA Meat Buying Service**
  - Cadillac Packing Co.: 843-7500
- **Microsoft Packing Co.**
  - Detroit Veal & Lamb: 843-7500
- **Bob Evans Farms, Inc.**
  - Bob Evans Farms, Inc.: 491-2225
- **Feldman Brothers**
  - Flint Sales Company: 5-1600

#### OTHER SUPPLIERS
- **Oak Packing Company**
  - Feet Pack Co. (Ypsilon): 213-3100
- **Peschke Sausage Co.**
  - Peter Eckrich & Sons, Inc.: KE 1-4866
- **Pitney Bowes Co.**
  - 8-1570
- **Fopp's Packing Company**
  - Z & A Specialty Foods: 871-4500
- **Regal Packing Co.**
  - Ruff, Eugene Co.: 9-2450
- **Wayne Packing Co.**
  - Weeks & Sons (Richmond): RA 2-7525
- **Webb Meats, Inc.**
  - Winter Sausage Manufacturers: PR 7-9080

#### MEDI A
- **Detroit Free Press**
  - The Detroit News: 222-4400
- **Lipton Paper & Inks Distributors**
  - Aizen Distributing Co.: 521-0700
  - Hartz Mountain Poultry Pts.: 923-4550

#### PROMOTION
- **Action Adv. Distg. & Mailing Co.**
  - Kellogg Display Co.: OR 4-3988
  - Holden Red Stamps: 255-3305
  - Reliable-Accurate Mailing Co.: 868-4480
  - Stanley's Adv. & Distributing Co.: 916-7177

#### RENDERERS
- **Darling & Company**
  - Wayne Soap Company: 422-6000
- **Detroit Rendering Company**
  - Services: 571-2500
  - Restaurants: 571-2500

#### STORES & EQUIPMENT
- **Alco Corporation**
  - E. A. O. Metal Fab. Co.: 96-0650
  - Butcher & Packer Supply Co.: 1-1050
  - C & J Barbecue Sales (Oven King): 876-3701
  - Carrier Basket Service: 866-1081
  - Central Alarm Co.: 836-6365
  - Husman Refrigeration, Inc.: 753-9994
  - Globe Slicing Co. (Bireo): 5-1865
  - Hobar Mfg. Co.: 542-9593
  - Liberty Paper & Bag Co.: 912-3400
  - Master Butler Supply Co.: 1-5656
  - Midwest Refrigeration Co.: 60-6341
  - Regal Cooling & Refrigeration: 3-5872
  - Scan-A-Scope: 823-6600
  - Saez Refrigeration: 1-2345

#### WHOLESALERS, FOOD DISTRIBUTORS
- **Barnes Company**
  - Frozen Foods: 325-0605
  - Frozen Foods: 864-9005
  - Great Northern Quality Foods: 1-1050
  - Kaplan's Wholesale: 861-5000
  - Spartan Stores, Inc.: 455-1400
  - Super Foods, Inc.: 546-5590
  - Ysco Wholesale Grocery: 834-6140
  - Viking Food Stores: 616-2350

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The Food Dealer - February, 1971
S.S. Pierce Appoints Local Full-line Supplier

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**

4222 E. McNichols Rd., Detroit
Call him soon. Or, call our sales representative,

DeCrick & Maurer, Inc.
13015 E. Warren Ave., Detroit

Phone: (313) 893-5594
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.
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.
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### Compliments of

**LIBERTY Paper and Bag Company**

WALnut 1-3400
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DETROIT, MICH. 48211

Packaging Equipment and Supplies
# Service Quality Integrity

40 Member Brokers with Real Know-How!

<table>
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<tr>
<th>Name</th>
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<tr>
<td>ACME-DETROIT FOOD BROKERAGE, INC.</td>
<td>4241 Maple Avenue, Dearborn, Michigan 48126</td>
<td>313-961-6100</td>
</tr>
<tr>
<td>ALLSTATE SALES — MARKETING INC.</td>
<td>20200 James Couzens Hwy., Detroit, Michigan 48235</td>
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<tr>
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Our member firms have a definite stake in our market place. Each specializes in offering to his principal the combined know-how and talents of well-trained grocery specialists. Each commands the respect, attention and consideration of the men who make the buying decisions. When you select a DFBA member to represent you he'll soon prove what's in it for you SALES!

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