



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

NOVEMBER, 1972



Computerized Checkouts Here

Everyone has been talking about computerized checkouts coming to the supermarket. Well, they have finally arrived. Chatham Super Markets recently inaugurated such a system at its store in Warren. Cashier June Ketterer, above, is shown operating the new system.

Honest Injun...

It's the best news in bread since somebody sliced it. Now in its fourth month on the Michigan food market, Golden Indian bread has already established itself as a top producer. Made with maize and 16 other natural grains, consumers love the rich nutty flavor — you'll love the added profit pull. It makes sense to offer good products at a profit. That's why Oven-Fresh is proud to offer Golden Indian bread — you can be too, as an affiliate of Grocers Baking Company, and an Oven-Fresh Foods Dealer.



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SPECIAL REPORT

The Working Wife Ranks Time Above Money

In the hustle and bustle of working and managing a store, very few retailers take time out to analyze their customers, who they are, how often they shop, etc.

With the growing number of working housewives today, what impact do they have in your stores? How often do they shop, what are their average purchases? Do you know WHY they shop in your store? What can you do to keep her coming in as a regular customer?

Typically, the woman shopper has a choice of three supermarkets, each conveniently located, but if she holds a full-time job in addition to running a home, the chances are greater that she will stop in only one of them.

This tendency to greater loyalty to one market is one of the differences between working women and full-time homemakers which emerged recently in a study made by the Bureau of Advertising.

Basically, the Bureau reported, the differences in shopping habits between the working and non-working woman result not only from differences in life style, but from the time pressures with which the working woman must contend. As a result, the working woman shopper is much more sensitive to those characteristics of a store which tend to waste her time—poorer organization and poor stocks.

And since the working woman tends to do all her food shopping on only one day of the week, her stress on complete stocks and efficient organization become readily understandable.

As a result, the working woman is more opinionated about stores she does not want to shop in than is the full-time housewife. However, her evaluation of the importance of price, convenience, location and quality of meats and produce; cleanliness and other factors customarily regarding as the basis for choosing a store does not vary greatly from that of the full-time homemaker.

In the Bureau of Advertising study, it notes that the working woman is now the supermarkets' most important customer. In 1971, for the first time, more than half the women in the ages between 18 and 64 (or 51 percent) held jobs, and typically, the household income of the family in which the wife is also a full-time breadwinner is much higher than the income of a family in which the wife stays home (\$13,960 versus \$9,175 in 1970).

Says the bureau: "The working woman may have more money—but she'll never have as much time as she needs—so it's not surprising that she hasn't

much time to shop around from store to store. Full-time workers shop fewer stores and they shop fewer days—mostly on Saturday. But the shopping of part-time working women is spread throughout the week.

"Moreover, while most housewives do most of their shopping in the morning or early afternoon, most working women shop in the late afternoon."

While the working woman is a good customer in most product lines, she is more interested in certain types of food items than the full-time housewife, the bureau reported.

For example: "She is a far better frozen food customer—she buys 12 percent more prepared salad dressing, 17 percent more instant iced tea mix, more frozen dinners and cold cuts, and pizza."

The working woman is a careful food shopper. Sixty-seven percent go to the store with a shopping list. Of these, 75 percent check advertising for specials. Overall, 80 percent of working women read a newspaper on the average day



PITCH-IN-WEEK—Among those attending the signing of the "Pitch-In-Week" proclamation for the City of Detroit included the above trio. From left, Detroit Councilman Anthony Wierzbicki, Robert Schiffer of the Michigan Brewers Association, and William Clowe of Owens-Illinois.

SOFT DRINKS



SQUIRT — the premium quality soft drink that moonlights as a mixer. Made with real grapefruit fresh off the tree.

HIRES — the honest root beer, famous since 1876.

NESBITT'S — made from the juice of real oranges.

and now — laugh it up — **UP** — **UP** with

UPTOWN — Newest member of our team.

Your customers think they're all great with their favorite nuts (opposite page).

SQUIRT-DETROIT

BOTTLING COMPANY
PHONE: JO. 6-6360

THE FOOD DEALER

Volume 46 — No. 7

Copyright, 1972

Official Publication of

THE ASSOCIATED FOOD DEALERS

434 West Eight Mile Rd. Detroit, Michigan 48220

Phone: 542-9550

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The Sounding Board

To the AFD:

The AFD is to be congratulated on the success of your recent Annual Awards Banquet. When I think of the many functions that are held each year, yours stands out head and shoulders above the rest.

Carl Leonhard
The Detroit News

Going through the July issue of *The Food Dealer*, I noted Ed Deeb's article on the use of a photo imprinted on personal checks. I was in contact recently with a salesman for a bank stationary company and saw a directive from management saying these checks were a true detriment. The picture resulted in merchants taking too much for granted and losses seemed to be increasing.

H. A. Downer
President
Identiseal of Detroit

AFD Inaugurates Group Pension, Profit-Sharing Program for Members

One of the most important tax-shelters available to a businessman today is the deferred retirement program which can meet the requirements stipulated under federal law.

To accommodate members of the Associated Food Dealers, the association announces the establishment of special tax deferred pension, profit-sharing and retirement programs.

In the past, due to the complexity of laws, or the ordinarily high cost of retaining assistance from experts, many food and beverage merchants, and other types of distributors, were often discouraged from participating in these outstanding plans.

Members of the AFD can now avail themselves or their companies, of these plans at costs which are no longer prohibitive. Fees to implement and maintain these programs have been reduced and are on a group basis.

The AFD announced that Mid-America Associates, a firm specializing in the design and installation of tax-sheltered programs to fit any need, has been named as the coordinating company for the association.

Through group participation, AFD members will be provided with special low-cost fees—substantially lower than the regular charges for initiating and maintaining retirement or profit-sharing programs.

(Continued on Page 20)

FRESH NUTS



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 their favorite soft drinks (opposite page). Hint: we're all in business together

KAR-NUT

PRODUCTS COMPANY
PHONE: 564-6990



EDWARD DEEB

OFF THE DEEB END

Confidence Up

According to a recent public opinion poll conducted by Pollster Louis Harris, confidence of U.S. Leaders in both public and private institutions continues at a low ebb.

Although, according to the survey, the public could not say they felt "a great deal of confidence" in the leaders of 16 institutions, there was some encouragement for our industry.

In the business area, retail store owners and financial leaders made marginal gains of three to four points, over the same period a year ago. It was still well down from the confidence level expressed by the public a few years ago, but a noted improvement during the past year alone.

The people in such fields, in comparison, as medicine, education, television and advertising reduced their levels of public confidence compared with a year ago. The categories of major U.S. companies, and the press or media, remained unchanged, for example. The only other categories which improved their public acceptance were science, military, religion, federal executive branch of government, and labor.

To me, the survey was significant in that, despite all the criticism aimed at our industry, the public is beginning to have a better understanding of (1) the businessman and (2) the food industry.

At the same time, the critics from within our industry have been complaining that we as an industry, are not getting the message across to the general public; to homemakers specifically.

This survey proves the critics wrong. To begin with, on a national level, such groups as Super Market Institute, and National Association of Food Chains, and locally, the Associated Food Dealers, have stepped up their public relations activity. And this is important.

Perhaps finally, the pendulum is beginning to turn, and that the public is starting to understand that food distributors are not the bad guys some critics are painting them out to be.

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PHONE: 893-5594

Around the Town

Newsman **Kirk Knight**, the host of the "Country Living" show for 11 years for **WWJ-TV**, an AFD member, has been honored by the Cooperative Extension Service of Michigan State University with a "Distinguished Cooperator Award." Congratulations, Kirk.

The Pfeister Company, an AFD member, has announced the addition of two men to its food brokerage staff. They are **Ronald Scherrer**, formerly with Miles Laboratories, and **Calvin Stein**, formerly with Mark Plastics Company.

Alfred J. Tivy, president of **United Brokerage Company**, an AFD member, and **L. J. Gus Theisen**, president of **Leo J. Theisen Company**, have announced the merger of their accounts and operations at the headquarters office of United, Detroit. United now operates five offices in Michigan, Ohio, and Indiana, employing over 90 persons.

Great Scott Super Markets has announced the

opening of its 44th store in suburban Bloomfield Hills. New store openings are scheduled soon for Jackson, Flint, Lapeer, Rochester, Livonia and Monroe.

Chatham Super Markets announced that one of the most modern and largest unit it ever constructed, is planned to open in early 1974 in Trenton, on Fort and Van Horn Rds.

Obituaries: The AFD was saddened recently to learn of the deaths of **Richard P. Eckrich**, chairman of Peter Eckrich and Sons; and **Arthur B. Post**, retired founder of Daisy Valley Foods, which was later merged with Vlasic Foods, Inc.

Mr. and Mrs. Mel Burkhardt, he's with **Anheuser-Busch**, an AFD member, recently returned from a trip to Europe and the Scandinavian countries. Welcome home, Mel.

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THE PRESIDENT'S CORNER

The Note Said: 'Please Cancel Our Membership'

By ALLEN VERBRUGGE

AFD executive director Ed Deeb was telling me an interesting story one time about the note on a member's dues statement which said, "please cancel our membership." For your benefit, I think the story is interesting enough to re-tell at this time:

"Please cancel our membership," the note said.

That sounds like nothing more than a simple instruction to pull a membership card and an address plate and drop a member from the roster, but it is a lot more than that. It's really saying:

1 — Please cancel government protection . . . meaning the member loses his strong, unified voice representing his interests before the State Legislature, U.S. Congress, government agencies that license, tax or regulate him.



VERBRUGGE

2—Please cancel all publications with their wealth of timely information on new laws, rules and regulations, or new interpretations that affect food and beverage distributors, and special price surveys. This means no more special bulletins that help solve one or more problem affecting him.

3—Please cancel education and training . . . no more meetings or workshops, no more food courses, no more middle management programs, no educational materials, no training guides or information.

4—Please cancel annual meetings or trade events which bring together top talent from around Michigan, and the social activities for our industry people. Cancel all these meetings that pass on ideas to so many.

5—Please cancel our opportunity for low cost group life, disability, Blue Cross-Blue Shield and other insurance plans, and forget about the new ideas for industry retirement benefits through our pension and profit-sharing plans, etc.

6—Don't do anything more on Public Relations or vocational training. Forget about Grocers Week, and other industry-wide and public campaigns to bring deserving recognition to the people in our industry. Who needs them?

7—Please cancel everything done on a group basis for our industry. This includes our computer program ahead, publicity programs to encourage the public to respect us for the job we're doing, advice to members on a wide myraid of industry problems and situations by phone and letter, designed to upgrade our industry.

8—This means he's not interested in the new AFD Scholarship Program for sons and daughters for members, or the Coupon Redemption Program which saves him time and money.

We worry about that note. The writer of the note had not been made aware of the value of these Association activities somehow, even though the information was presented to him . . . or he would not have written it. Instead, he would have increased the amount of dues he sent in!

Think about the many things the Association has accomplished as a strong, growing group that could not have been done on an individual basis. Think of the problems ahead and the strong association standing as a buffer to mitigate or even litigate these problems for you.

Yes, we're going to miss this member who canceled his 1972 membership . . . but he's going to miss a lot more than he realizes . . . and now we need help in replacing him. The stronger the AFD becomes, the bigger its voice will be on your behalf. Why not "toot the horn" a bit for your association with a non-member near you today.

Even sign him up as a new member, or encourage him to join. Remember, "in unity there is strength . . . great strength."



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ANHEUSER-BUSCH, INC. • ST. LOUIS

If you think American city is a morning ask Simmons

(While you're at it you can ask 1

SIMMONS:

This is the city.
Detroit, Michigan. Over
four million people live, play and
work here. My name's Simmons. I'm
a research study,
the Simmons Local
Index. It was Tuesday,
December 5th. Me and
three local research
studies, *Suburban*

Shopping Survey, *The Air Travel Study*
and *Market Detroit II*** were covering
the ADI and SMSA (10-county Area of
Dominant Influence and 3-county
Standard Metropolitan Statistical Area).
11:30 A.M., we got a call from "YOU"

YOU: I think every major American city
is a morning newspaper town. They
told me to ask you about Detroit.

SIMMONS: That's what we're
here for.

YOU: Well, is Detroit a morn-
ing or evening newspaper
town?

SIMMONS: Evening. Of those who read a
major Detroit paper daily, 71% read *The*
News, the evening newspaper

AIR TRAVEL STUDY: That's right. And
people who fly out of Detroit's Metropolitan
Airport prefer *The News* significantly over
the morning paper. Particularly those of
greater affluence.

YOU: What do you mean by "greater
affluence"?

SIMMONS: Just this. Of the adults in the
ADI with incomes of \$15,000 and over,
The News reaches 50% more daily than
the morning paper, 82% more on Sundays.
And that's a fact.

YOU: How about coverage in shopping
areas?

Every major ing newspaper town, about Detroit.

(definitive local studies, too)



SUBURBAN SHOPPING

SURVEY: That's my beat. Major
tail shopping areas. . . where
more than 80% of the shoppers
look to newspaper advertising for
their information about women's apparel.
And the newspaper they look to most often
The Detroit News.

YOU: Speaking of advertising, how about
the News' reach versus the other paper?

MARKET DETROIT II: You wanna take a
le?

YOU: What for?

MARKET DETROIT II: To see the SMSA
where one average
daily issue of The News
reaches more adults
than six issues of De-
troit's morning paper



YOU: Hmm. Better income coverage.
Better suburban coverage. More advertis-
ing reach. Larger overall circulation. Is
that everything?

SIMMONS: One more thing. Just routine.
Of those who do read the morning paper,
4 out of 10 also read The News.

YOU: Well, I guess they were right.

SIMMONS: About what?

YOU: If you think every major American
city is a morning newspaper town, you
should ask Simmons about Detroit.

SIMMONS: Yup.

The Detroit News it pulls

The story you have just read is true.
The names have not been
changed so that credit can be
given where credit is due.



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- FROZEN FOODS
- KRAFT PRODUCTS
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- 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

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434 W. Eight Mile Rd. Detroit, Mich. 48220

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To Change or correct your address, send this form to:

**Associated Food Dealers
434 W. 8 Mile Road
Detroit, Michigan 48220**

To change or correct your address

ATTACH LABEL HERE

from your latest issue

Name _____ (Please Print)

Company _____

New Address _____

City _____

State _____ Zip _____

Bank Check Losses Now total \$1 Billion

Bank check losses now total over \$1 billion a year according to a UPI dispatch dated Sept. 11. This does not include losses incurred by retailers and other types of businesses.

Paperhangers, as bad check passers are referred to, travel alone or in pairs, and after hitting a town or neighborhood with phony checks, skip town. Banks and merchants are the losers. The passers are not scared off by precautionary methods of photographs or thumb printing. He feels in no danger of going to jail with "after-the-fact identification."

To catch phony check operators, some security companies have developed an identification file together with the use of an electronic computer. Telecredit, Inc. of Los Angeles, operating only in California presently, has collected millions of dollars in bad checks and has caught 7,200 bad check passers. One case told of what happened when an operator was caught . . . he quickly grabbed the check and swallowed it.

Michigan SFS Named Best Division

The Michigan division of Super Food Services, an AFD member, was named "Best Division of the Year" by the parent company at the 3rd annual SFS convention held this year in Madrid, Spain.

Frank Malott, vice-president and general manager of the division, headquartered in Vassar, received the Chairman of the Board Award, for his efforts. Awards were also presented to Bill Halliday, perishables manager, and Ed White, sales manager.

Some 600 retailers from five states attended the convention. The awards were for consistent achievements in service to its retailers and steady sales growth.



LOUIS J. FUSCO, right, vice-president and general manager of the Pepsi-Cola Metropolitan Bottling Company of Michigan, is shown accepting an Appreciation Award of the Associated Food Dealers from AFD executive director Ed Deeb. Looking on at left is Richard Parker, Pepsi account executive for BBDO advertising agency. The presentation was made just prior to Mr. Fusco's recent promotion as manager of Pepsico's Far East division, in Bangkok, Thailand.

The Test Of Time . . .

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Service



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AFD MEMBER



A HOLIDAY BUFFET



Holiday time is time for fun. Time for cookies, sweets, and fancy pastries.

And no holiday buffet is complete without Archway Home Style Cookies — for quality, variety, and pure pleasure.

Enjoy the holidays. Stock and display Archway Cookies — for added sales, profits, and pure pleasure.

SWANSON COOKIE COMPANY

Battle Creek, Michigan

SHOPPER BEWARE

Tips For Minimizing Shoplifting Losses

Shoplifting is a serious problem that hinders operations, diminishes a store's profitability, and thus adversely affects the welfare of each employee. When the employee suspects shoplifting, he should notify the store manager or whoever is in charge, and let management handle the problem.

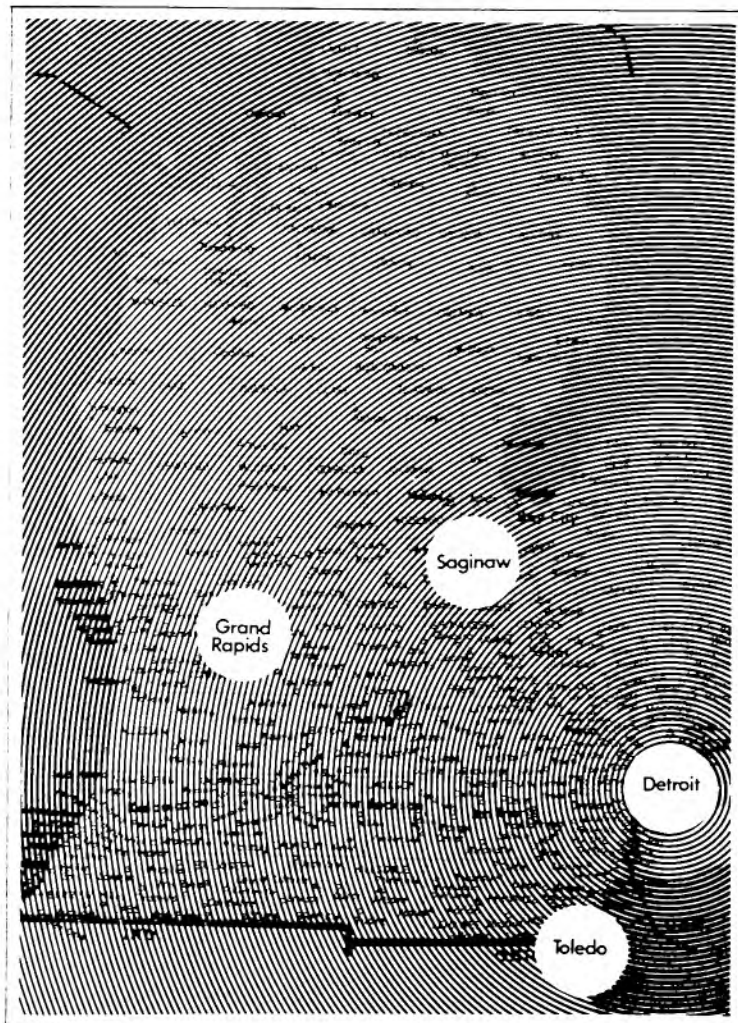
However, by recognizing certain characteristics of shoplifters, each employee can become a valuable member of the store security team. The following are tips to help you reduce shoplifting, especially with the upcoming holiday season when the crime is at its peak.

1—Shoplifters usually operate during the busiest hours: Surveys have shown that Fridays and Saturdays are the peak days, and more than a third of shopliftings occur from the hours of 3 p.m. to 6 p.m. The reasons are clear. Chances of detection are the least when store personnel are the busiest. Therefore:

A—Personnel should not concentrate in one area of the store, but be distributed through the various aisles. They should make their presence known through greeting customers and offering to be of assistance.

B—Checkers and baggers should be particularly alert, since all customers must pass through the checkout area. They should be especially wary of the customer who claims to be in the biggest hurry and attempts to "rush" the checker. The shoplifter knows that a rattled checker is an easy target.

2—Block off checkouts not in use. Wide open unmanned checkout lanes are an open invitation to shoplifters.



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The Pfeister Company is one of Michigan's leading food brokers because we have been serving wholesalers, retailers and manufacturers most effectively since 1918 — 53 continuous years of service.



The Pfeister Company

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Telephone: (313) 355-3400

3—**Keep back doors locked.** When loading or unloading takes place, the area should be carefully supervised.

4—**Outside Shelf Stockers.** Shelves are sometimes stocked by sales representatives of supplier companies. It should be company policy to check all packages brought in and removed by these men. If the policy is applied equally to all, no one should object to this.

5—**Shopping bag inspection.** Signs should advise customers that shopping bags brought into the store will be inspected and this should be done, politely but firmly.

6—**Warning signs.** Management should post warning signs, calling attention to the state shoplifting laws and penalties. In this regard, don't forget that your Association can be of help to you in this way

7—**Shoplifters come in all shapes and sizes.** Studies show that men and women are equally guilty of shoplifting, but the largest single offender is the juvenile male. Male shoplifters most often conceal items in their pockets, the females in their purses.

If merchants follow the above tips and procedures, shoplifting losses will be curtailed or reduced.

Two New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food distribution association and service organization, representing over 2,300 members, wishes to welcome aboard two new supplier members to the Association. Their names, addresses and phone numbers are as follows:

IDENTISEAL OF DETROIT, INC., positive check identification utilizing a unique fingerprinting system, 15090 Houston-Whittier, Detroit, Mich. 48205; phone (313) 526-9800.

MUL-TI REFRIGERATION CORP., specializing in sales, installation and service of Hill refrigeration, and store layouts and decor, 2538 Crooks Rd., Royal Oak, Mich. 48073; phone (313) 585-4700.

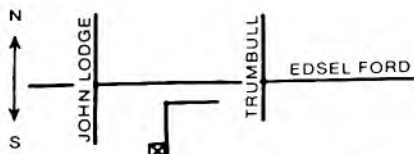
These new members and all AFD supplier and service members deserve your support and patronage. Refer to the AFD Suppliers' Directory on Page 23 often. In fact, clip it out of *The Food Dealer*, and post near your phone.

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.



5805 LINCOLN
DETROIT, MICH. 48208

Please contact me at:	
Name _____	
Address _____	
City _____	Zip _____
Phone _____	

OR

ONE CALL DOES IT ALL
871-5200

THE BELL RINGER**Retail Food Business Becoming Vast Wasteland**

By ALEX BELL

We will start this one wishing one and all a Happy and Profitable — Oh! We did that the last time around, but it still goes.

* * *

Will someone please tell us why a politician should spend \$825,000 to be elected to a job that doesn't pay a million bucks per. Public spirited? Or?

* * *

We took this from an address at the AMA convention: "The sadness of it all is that too many of us here today are more worried about our own little power structures and our personal ambitions — and the American Medical Association grows a little less effective." Substitute AFD for AMA and think about it. (*Edeebnote — Touche, Alex.*)

* * *

On a recent trip to Las Vegas we observed a Detroitter taking crap lessons the hard way. How did you finish, Manny?

**BELL**

Herewith we reprint an excerpt from a note received from Max Shaye: "Your new pictude makes you look like the loan officer of NBD about to turn down GM on a loan request." Max, the Gorgeous Greek, took it to heart and promised to do better. Don't forget, Max, those are unretouched pictures. So maybe you would like to do a portrait? Hmmm?

* * *

Don LaRose of Food Giant told us about a tuna salad he had for lunch one day. He said they must have finally caught Charlie. it was so lousy.

* * *

Jerry Yono of Imperial Market was telling about the two queer milkmen; two Dairy Queens, no doubt.

* * *

The retail food business in Detroit and the U.S. in general, is getting to be a vast wasteland. All you read and hear about is increased volume and lower profits. When will we get back to that old dirty word "profit" again?

* * *

The most profitable business today is operated by the ladies of the night. Why dad? Well, the explanation...

(Continued on Page 20)

It's like opening the door
to a bakery.

**TIP TOP DIVISION OF WARD FOODS, INC.**

3600 Toledo Ave. • Detroit, Mich. • Phone 825-6470

Michigan Index

INDEX

PERSONAL CHECKS

PERSONAL CHECKS AND BUSINESS CHECKS

MAJOR COUNTIES COVERED IN THIS DIRECTORY



BUSINESS CHECKS

OCTOBER

Do You Have A Bad Check Problem?

The Associated Food Dealers, in cooperation with Comp-U-Check, has a solution that will help you reduce bad check losses. Pictured above is the timely and useful monthly directory of bad check passers and stolen business checks. Let the AFD help you reduce your check losses. For further information, complete and mail the application and/or call the AFD at 542-9550.

Please send someone out to my store to explain the AFD's Check Verification Service. I understand I am under no obligation.

STORE NAME

ADDRESS

CITY STATE ZIP

OWNER'S NAME

Mail to: Associated Food Dealers
434 W. Eight Mile Rd.
Detroit, Mich. 48220

Frederick & Herrud Declares Dividends, Elects Directors

Frederick & Herrud, Inc., Michigan-based meat processor selling fresh pork products under the name "Frederick," and consumer brands under the name "Herrud," announced recently the declaration of a cash dividend of .13c per share of common stock. It was the fourth consecutive quarterly dividend for the AFD member-firm.

At the same time, during the annual meeting of stockholders, the following were elected directors: Henry S. Dorfman, Allen Charlupski, Siegbert J. Frey, Moniek Milberger, Donald Braam, Alfred Seelye, Wayne Spade and Milton Miller.

Dorfman was elected board chairman, president and chief executive officer. Charlupski was elected executive vice-president and treasurer. Braam, Frey, Curtis Slotkin, Isaac Gold and Julius Schaumburg were elected vice-presidents. Irving Farber was elected secretary.

PENSION, PROFIT-SHARING PLANS

(Continued from Page 5)

The association has authorized representatives of Mid-America to personally call on members to explain the numerous options which could be taken advantage of by businessmen. Please give them the courtesy of explaining the program.

The addition of AFD's new pension and profit-sharing plan, now rounds out the variety of low-cost insurance available to members. In addition, the AFD has group life insurance, group disability, group Blue Cross-Blue Shield hospitalization, and low-cost group accident insurance.

If you have not been contacted, or desire information on our program, contact the AFD office, 434 W. Eight Mile Rd., Detroit, Mich. 48220; or phone (313) 542-9550.

THE WAYNE SOAP COMPANY



Growing Thru Giving
Good Service

BUYERS OF BONES
FAT, TALLOW &
RESTAURANT GREASE

842-6000

DETROIT, MICH. 48217

AFD Member

THE BELL RINGER

(Continued from Page 18)

tion is simple. The formula follows: They got, they sell it, and they still got it. No Chauncey, a lady of the night is hooker. (Edeebnote: Don't forget Alex, ours is still a family magazine. Keep the PG, G, and X stuff to a minimum.)

* * *

Howard, the star salesman at Orleans Poultry, tells us about a town in Arizona that is so dry that the trees chase the dogs.

* * *

Dean Duerst of George A. & Company comes up with this one: If hard work is the key to success, most people would rather pick the lock. This must be an old Iowa saying, but good nonetheless.

* * *

Every time I go to Las Vegas I have more trouble with my wife's husband than anyone else. Ouch!

* * *

Handsome Harold, the honest chicken man at Eastern Poultry, tells us that you are "square" if you think pot luck still means taking a chance on what's for dinner, instead of finding a last stick of grass.

* * *

Listening to two avid association golfers. J. W.: "My wife says if I don't give up golf she'll leave me." D. L.: "Gee, that's tough luck." J. W.: "Yes, I am going to miss her."

* * *

We were re-reading Sol Shaye's "5700 Club News" and this gem came up: Sol, when did genuine bagels, lox, and cream cheese become an orgy? Or, is age showing?

* * *

A word to our fat friends: A diet is something you keep putting off while you keep putting it on.

* * *

Phil Saverino of Phil's Market says you may not admire everything about the government, but we do have to hand it to the IRS.

* * *

Charley, the next time you go to Vegas, remember the immortal words of Chauncey: "There was a time when a fool and his money were soon parted." Now it happens to everybody

* * *

While we were in Las Vegas we played 22 (that's the name of the game when I play it) with Uncle Miltie, who is on stage all the time. Two gals at the table were telling about winning a few bucks. Berle came up with, "A guy walked out of here with 15,000 dollars yesterday." After the gals showed the usual amazement, Milton said, "But he came in with 20,000." Notice, Milton, I didn't steal it.

* * *

One of my child bride's girl (?) friends asked her how long it took your's truly to learn to drive. After some thought, our C. B. answered: "I believe it will be 25 years ago this summer."

* * *

Eat your heart out, Charley Manos.

* * *

Dear John, that's all she wrote.—ACB

It started out as a simple peanut.

Like most products or ideas, peanuts started out plain and simple. And in most cases they would have remained that way but for the lively competition of nationally advertised brand names. The kind of competition that's turned the peanut into all the things it is today.

Brand names are what manufacturers call their products. You see them on every package. These

product names compete with one another. Try to offer more. More variety. Satisfaction. Consistent quality. Value. And they let you know about it through advertising. Let you know the facts. And if they don't live up to what they say they don't have their names for very long.

When brand names compete, products get better. Ever notice?

BRAND NAMES FOUNDATION INC.



TAX TOPICS

Advantages of Purchasing Vs. Leasing A Car

By MOE R. MILLER
Accountant and Tax Attorney

Some advertisements imply that rent payments for leased vehicles are tax deductible without any if's or but's. The Treasury has previously warned that this is not necessarily so, and has repeated this warning.

Lease payments are not deductible to the extent a rented vehicle is used for personal reasons, such as driving from home to work and back or on vacation trips. While the employer might be able to deduct as additional compensation that portion of the rent allocable to commuting use, that same amount would be taxable income to the salesman.



MILLER

Many leasing companies extol the virtues of leasing their vehicles as compared to an outright purchase. Among the advantages claimed are: (1) monthly lease payments are deductible, and (2) no big cash outlay is required.

In my judgment, a potential lessee should render his decision based upon the advantages and disadvantages as they pertain to his particular operation. An advantage to one lessee could be of less importance to another lessee.

You will note that there are two items to be considered: (1) tax saving and (2) net cash costs. A lessee desiring tax savings with no immediate large outlay of cash would choose the leasing plan, but a lessee with adequate cash for the purchase price and desiring lowest long term cost would choose the purchase plan.

If the above analysis serves to confuse a potential auto user, then the two examples outlined below could be of some help in helping you decide the all important question: Should I lease or purchase a vehicle?

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.

PURCHASE OF AUTO

	1st Yr.	2nd Yr.	3rd Yr.	TOTAL
Cash Required:				
Cost of Car	\$4,000.00	\$—0—	\$—0—	\$4,000.00
Deduction:				
Depreciation	2,500.00	—0—	—0—	2,500.00
Tax Savings:				
48%	1,200.00	—0—	—0—	1,200.00
Investment Credit	93.33	—0—	—0—	93.33
Total Tax Savings	\$1,293.33			\$1,293.33
3 Year				
Net Cash Requirement	\$2,706.67	\$—0—	\$—0—	\$2,706.67
Reduce by Book Value if auto at end of period, assuming it could be sold or traded in for				\$1,500.00
Net cash cost after sale or trade in				\$1,206.67
Add: Cost for use of capital for 3 years on \$2,706.67 & 7% compounded (simple)				609.12
Net cost of auto for three years				<u>\$1,815.79</u>

LEASING OF AUTO

	1st Yr.	2nd Yr.	3rd Yr.	Total
Cash Required:				
Lease Payments	\$1,560.00	\$1,560.00	\$1,560.00	\$4,680.00
Deduction:				
Same	1,560.00	1,560.00	1,560.00	4,680.00
Tax Savings:				
@ 48%	748.00	748.80	748.80	2,246.40
3 year Net				
Cash Requirement	\$ 812.20	\$ 812.20	\$ 812.20	\$2,436.60
Add: Cost for use of capital @ 7%	56.85	56.85	56.85	170.55
Net cost of auto for three years				<u>\$2,607.15</u>

Support These AFD Supplier Members

ACCOUNTING, INSURANCE

Approved Inventory Specialists Company	571-7155
Brink, Earl B. (Insurance)	358-4000
Gohs Inventory Service	353-5033
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	875-6145
Grennan Cook Book Cakes	825-1900
Grocers Baking Company (Oven-Fresh)	537-2747
Holiday Delight Cheese Cake	894-6011
Independent Biscuit Company	584-1110
Keebler Company	535-4660
Koeplinger's Bakery, Inc.	564-5737
Magnuson Foods (Bays Muffins)	491-8200
Oven King Cookies	775-4225
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Yastee Bread	896-3400
Tip Top Bread	825-6470
Wonder Bread	963-2330

BEVERAGES

Anheuser-Busch, Inc.	886-8709
Associated Breweries	925-0300
Canada Dry Corporation	868-5007
Carling Brewing Company	834-7170
Cask Wines	849-0220
Coca-Cola Bottling Company	898-1900
J. Lewis Cooper Company	499-8700
Faygo Beverages	925-1600
General Wine & Liquor Company	823-1166
Greater Macomb Beer & Wine Dist.	468-0950
Theo. Hamm Brewing Co.	477-9608 or 427-8301
Home Juice Company	925-9070
International Wine & Liquor Company	843-3700
Kozak Distributors, Inc.	871-8066
Leone & Son Wine Company	871-5200
L & L Wine Corporation	491-2828
Mavis Beverages	341-6500
National Brewing Company (Altes)	921-0440
O'Donnell Importing Company	386-7600
Pepsi-Cola Bottling Company	366-5040
Seagram Distillers Co.	354-5350
Seven-Up Bottling Company	537-7100
Stroh Brewery Company	961-5840
Squirt-Detroit Bottling Company	961-5840
H. J. Van Hollenbeck Distributors	293-8120
Vernor's RC Cola	833-8500
Wayne Distributing Company	274-3100
Vic Wertz Distributing Company	293-8282

BROKERS, REPRESENTATIVES

Acme Detroit Food Brokerage	581-0410
Allstate Sales-Marketing, Inc.	535-2070
Apollo Brokerage Company	292-3636
R. F. Brown Sea Food Company	(517) 484-5428
Steve Conn & Associates	547-6900
Continental Food Brokerage	255-5880
Derthick & Associates	352-4074
Embassy Distributing	642-6912
Harris Crane & Company	538-5151
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.	353-6800
Graubner & Associates	444-8400
John Huetteman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corporation	341-5905
Paul Kaye Associates	354-2070
George Kell Associates	273-4400
Latimer & Ziegler Associates	353-7830
Harry E. Mayers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	354-1600
Northland Food Brokers	342-4330
Peterson & Vaughan, Inc.	838-8300
The Pfeister Company	355-3400
Sahakian & Salm	962-3533
Sherman & Company	557-9191
Sosin Sales Company	963-8585
Stark & Company	358-3800
Stiles-DeCrick Company	884-4140
Sullivan Sales	531-4464
James K. Tamakian Company	352-3500
Ned Weitzman Associates	272-3700
United Brokerage	272-5401
Mort Weisman Associates	557-1350

DAIRY PRODUCTS

The Bordon Company	583-9191
Detroit City Dairy, Inc.	868-5511
Detroit Pure Milk (Farm Maid)	837-6000
Fairmont Foods Company	874-0300
Grocer's Dairy Company	(616) 254-2104
Gunn Dairies, Inc.	885-7500
Land O'Lakes Creameries	834-1400
McDonald Dairy Company	(313) 232-9193
Melody Dairy Company	557-3800
Najor's Dairy Company	353-8164
Louis Sarver & Company-Milk-O-Mat	864-0550
Sealtest Dairy	846-5700
Sheffer's Luscious Cheese	(616) 673-2639
Stroh's Ice Cream	961-5840
Twin Pines Farm Dairy	834-1100
United Dairies, Inc.	861-2800
Vroman Foods, Inc.	(419) 479-2261
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Son Dairy	895-6000

COUPON REDEMPTION CENTER

Associated Food Dealers	(313) 542-9550
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DELICATESSEN

Detroit City Dairy, Inc.	868-5511
Home Style Foods Company	874-3250
Leon's Home Made Foods	(517) 489-3766
Quaker Food Products, Inc.	874-0550
Specialty Foods Company	893-5594

EGGS AND POULTRY

Detroit Live Poultry Company	831-4300
Eastern Poultry Company	961-0707
Farm Pride, Inc.	272-7360
Linwood Egg Company	345-8225
McCully Egg Company	455-4480
Orleans Poultry Company	833-1847
Water Wonderland Egg Corporation	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 Company	921-3430
North Star Produce	463-3484
Ted Spagnuolo Produce	884-0696
T-P Produce	573-6875

INSECT CONTROL

Key Exterminators	356-8823
Rose Exterminating Company	834-9300
Vogel-Ritt Pest Control	834-6900

LINEN SERVICE

Economy Linen Service	843-7300
Marathon Linen Service, Inc.	921-2727
Reliable Linen Service	366-7700

MANUFACTURERS

Aunt Jane's Foods	352-7330
Boyle Midway Company	543-3404
Del Monte Foods	564-6977
Diamond Crystal Salt Company	399-7373
Kraft Foods	946-5300
Mario's Food Products	923-3606
Morton Salt Company	843-6173
C. F. Mueller Company	543-8853
Prince Macaroni of Michigan	372-9100
Ralston Purina Company	477-5805
Red Pelican Food Products, Inc.	921-2500
Roman Cleanser Company	891-0700
Rosenthal Cleans-Quick Corp.	261-2100
Schmidt Noodle Company	921-2053
Shedd-Bartush Foods, Inc.	868-5810
Velvet Food Products	937-0600

MEAT PRODUCTS, PACKERS

Ed Barnes Provisions	963-7337
Clover Meat Company	833-9050
Crown Packing Company	832-2900
Detroit Veal & Lamb, Inc.	962-8444
Bob Evans Farms, Inc.	422-8000
Feldman Brothers	963-2291
Flint Sausage Works (Salays)	(1) 239-3179
Frederick Packing Company	832-6080
Glendale Foods, Inc.	962-5973
Gordon Sausage Co.	826-6145
Guzzardo Wholesale Meats, Inc.	321-1703
Hartig Meats	832-2080
Herrnd & Company	962-0430
Hygrade Food Products Corp.	464-2400
Kent Packing Company	843-4900
Kirby Packing Company	831-1350
Kowalski Sausage Company, Inc.	873-8200
Mangiapanne Meats	921-8830

Oscar Mayer Company	837-5744
Oak Packing Company	961-2160
Peet Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Company	368-3310
Peter Eckrich & Sons, Inc.	531-4466
Peters Sausage Company	271-8400
Popp's Packing Company	365-8020
Regal Packing Company	875-6777
Ruoff, Eugene Company	963-2430
Tamaren Beef Company, Inc.	871-6210
Van Dyke Steak Company	875-0766
Weeks & Sons (Richmond)	727-2525
Wehby Meats, Inc.	832-3350
Winter Sausage Manufacturers	777-9080
Wolverine Packing Company	965-0153

MEDIA

Detroit Free Press	222-6400
The Detroit News	222-2000
The Oakland Press	332-8181
WWJ AM-FM-TV	222-2588

NON-FOOD DISTRIBUTORS

Arkin Distributing Company	931-0700
Camden Basket Company, Inc.	(517) 368-5211
Continental Paper & Supply Company	894-6300
Hartz Mountain Pet Products	931-0700 or 682-1400
Household Products, Inc.	682-1400
Items Galore, Inc.	939-7910
Ludington News Company	925-7600
Rust Craft Greeting Cards	534-4464
Perfect Plus Inc.	961-6381

POTATO CHIPS AND NUTS

Better Made Potato Chips	925-4774
Frito-Lay, Inc.	271-3000
Kar Nut Products Company	541-4180
Krun-Chee Potato Chips	341-1010
Rocky Peanut Company	962-5925
Superior Potato Chips	834-0800
Tom's Toasted Peanuts	271-2292
Vita-Boy Potato Chips	897-5550

PROMOTION

Action Adv. Distg. & Mailing Company	964-4600
Bowlus Display Company (signs)	278-6288
Green Advertising, Inc.	255-7170
Sperry & Hutchinson Company	474-3124
Stanley's Adv. & Distributing Company	961-7177
Louis Stephen Company (Printers)	371-5670

RENDERERS

Darling & Company	928-7400
Detroit Rendering Company	571-2500
Wayne Soap Company	842-6000

SERVICES

Atlantic Saw Service Company	965-1293
Comp-U-Check, Inc.	255-2800
Detroit Warehouse Company	491-1500
Gulliver's Travel Agency	963-3261
Identiseal of Detroit	526-9800
Keene Pittsburgh-Erie Saw	835-0913

SPICES AND EXTRACTS

Frank Foods, Inc.	833-0025
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STORE SUPPLIES AND EQUIPMENT

Almor Corporation	539-0650
Butcher & Packer Supply Company	961-1250
C & J Barbeque Sales (Oven King)	838-3701
Carrier Basket Service	866-1081
Detroit Mini-Safe Company	372-9835
Double Check Distributing Company	352-8228
Hussmann Refrigeration, Inc.	398-3232
Globe Slicing Company (Biro)	545-1855
Hobart Manufacturing Company	542-5938
Leprie Paper & Twine Company	921-2834
Liberty Paper & Bag Company	921-3400
Master Butcher Supply Company	961-5656
Midwest Refrigeration Company	566-6341
Mul-Ti Refrigeration, Inc.	585-4700
National Cash Register Company	873-5500
Pappas Cutlery & Grinding	965-3872
Square Deal Heating & Cooling	921-2345

WHOLESALE, FOOD DISTRIBUTORS

Central Grocery Company	(1) 235-0605
Continental Paper & Supply Company	894-6300
Glacier Frozen Foods	864-9005
Grosse Pointe Quality Foods	871-4000
Hi-Lo Tobacco Company	893-5970
Kaplan's Wholesale Food Service	961-6561
Raskin Food Company	865-1566
The Relish Shop	925-5979
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	(517) 823-2511
Viking Food Stores	(616) 722-3151
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 AFD Members 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 2,300 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 ☐

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 represent 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 you about them. Or, clip out the application and mail to:

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