



# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

OCTOBER, 1972



## Lotsa Lottery Applications

Lottery Commissioner Gus Harrison, right, goes over a batch of over 12,000 applications for licenses to sell Michigan lottery tickets with Edward Deeb, left, and Jerry Yono, officials of the Associated Food Dealers during a recent meeting.

# It's got class.



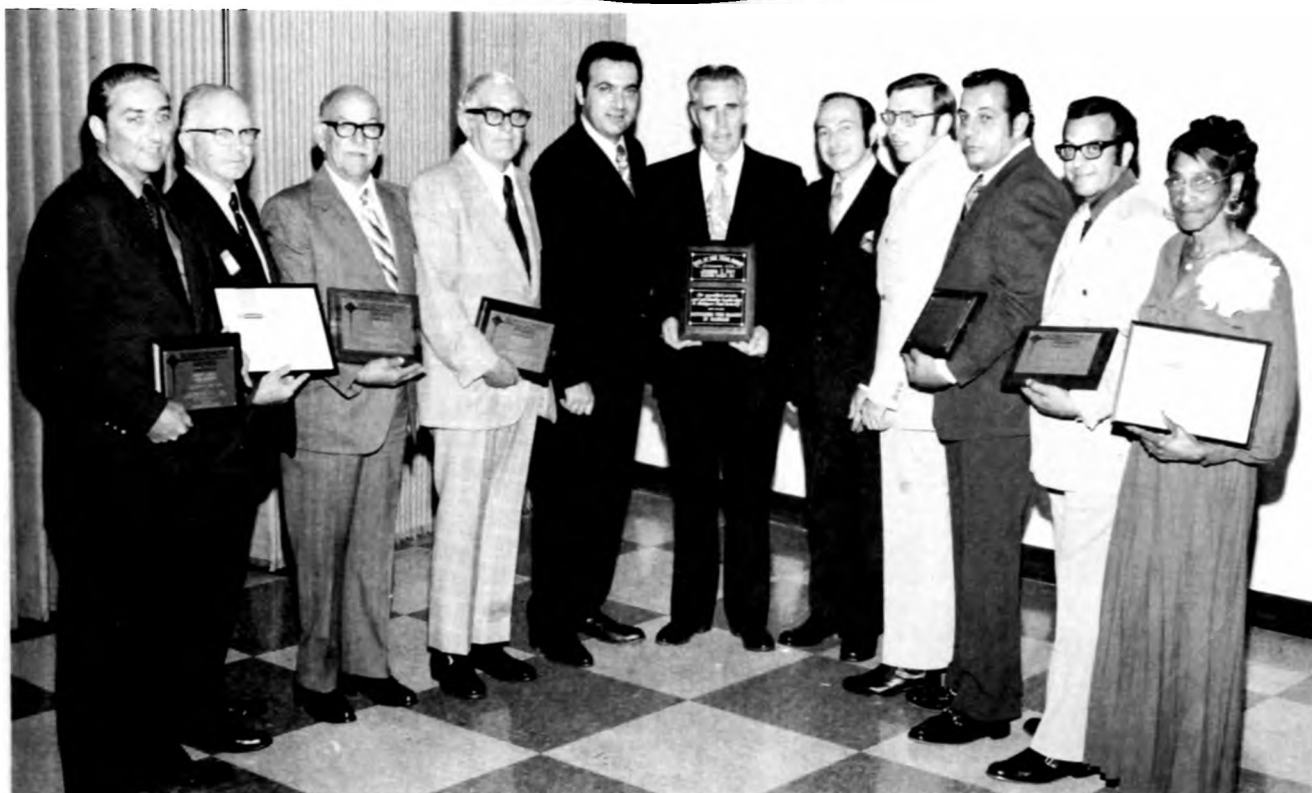
Give your next party a little class. Or give your refrigerator a little class. Or you can even give your mother-in-law a little class.

Because now your town's got Tuborg Beer.  
And Tuborg Beer's got class.

It's already one of the best beers in Europe. Only now, it's made in America.

It still has a taste of the old country, but it's light like American.  
And priced like American too.

So anytime you feel like a beer, pour yourself an ice cold Tuborg. And you've got what no other beer can give you.  
You've got class.  
**Now it's made in America.**  
**And priced like American too.**



**AWARD WINNERS**—The recipients of the 1972 Distinguished Service Awards presented by the Associated Food Dealers are pictured above. From left, Harvey Jones, O'Donnell Importing Co.; B. Dale Ball, Michigan Department of Agriculture; Lee Reeside, Food Marketers; Meyer Berman, Abner A. Wolf, Inc.; AFD's

Ed Deeb; Joseph G. Foy, Spartan Stores, Inc.; AFD chairman Harvey Weisberg, AFD president Allen Verbrugge; John Orlando, Pepsi-Cola Company; Thomas Lewis, Superior Potato Chips; and Mrs. Edith Allen, Allen's Super Markets. (See other photo, page 16).

## 10 Receive AFD Distinguished Service Award

Joseph G. Foy, chairman of the board of Spartan Stores, Inc. and Grand Rapids-based retail cooperative wholesale grocery company, was the recipient of Michigan's food industry 1972 Man of the Year Award by the Associated Food Dealers during the association's recent 8th Annual Awards Banquet.

B. Dale Ball, director of the Michigan Department of Agriculture, received a special citation for "distinguished and extraordinary service."

Mrs. Lafayette (Edith) Allen, co-founder with her late husband of Allen's Super Markets, Inkster, received a Distinguished Service Award from the AFD for her pioneering spirit as the first black supermarket operator in Michigan and the nation, and the first successful black supermarket chain.

In addition, the AFD presented a Distinguished Service Citation to *The Flint Journal*, daily newspaper, "for providing fair and accurate news and editorial coverage to the food field specifically, and business generally."

Six food firm representatives were honored by the AFD and named Salesmen of the Year in their respective categories.

They are:

John Orlando, Pepsi-Cola Company; Meyer Berman, Abner A. Wolf, Inc.; Lee Reeside, Food Marketers, Inc.; Thomas Lewis, Superior Potato Chip Co.; Harvey L. Jones, O'Donnell Importing Company; and Dominic Cusumano, Cusumano Bros. Produce Co.

Judge Mary Coleman, of Battle Creek, gave the invocation and addressed the AFD audience, numbering over 700 persons. James Hutton, president of the Detroit Food Brokers Association, also addressed the group, saying that the AFD awards presentations served as an incentive to all sales representatives to do a better job because "people care."

Presenting the 1972 awards in behalf of the association were Allen Verbrugge, president; Harvey L. Weisberg, chairman; and Edward Deeb, executive director.

# THE FOOD DEALER

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Phone: 542-9550

•  
EDWARD DEEB, *Editor*

CHRISTINE SAJDAK, *Office Secretary*

MINERVA ZIVAN, *Insurance Secretary*  
•

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GENE MATTI—Town Square Super Market ..... Dearborn

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JAMES PEABODY—Peabody's Market ..... Birmingham

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LEONARD TAGIAVIA—Dan-Dee Super Markets ..... Detroit

LOUIS VESCIO—Vescio's Super Markets ..... Saginaw

THOMAS VIOLANTE—Holiday Super Market ..... Royal Oak

WILLIAM WELCH—Hollywood Super Markets ..... Troy

JERRY YONO—Imperial Quality Market ..... Detroit

## The Sounding Board

To the AFD:

Words cannot adequately express to the Associated Food Dealers my sincere appreciation of the honor bestowed on me at your awards dinner. It was such a pleasant surprise to me that I am sure I did not properly thank your members on that occasion. I realize too, that receiving this award is a tribute to my many fellow workers and particularly for the dedicated, hard working, far-sighted retailers who comprise the food distributors of Michigan.

**Joseph G. Foy**  
**Spartan Stores, Inc.**

On behalf of myself and my family, I am indeed grateful for the honor bestowed upon me at the annual awards night. Words cannot express my gratification. It was truly a great honor. We shall strive for continuous improvement.

**Edith Allen**  
**Allen's Super Markets**

It is indeed a privilege to be honored by such a fine organization as the Associated Food Dealers. My experience within our industry has been greatly rewarding in itself, and I would like to further extend my thanks and appreciation to those involved in assisting me, since the efforts are by no means solely mine. Many thanks to the AFD and all my associates.

**John Orlando**  
**Pepsi-Cola Company**

I wish to extend my sincere appreciation to the Associated Food Dealers and to the retail grocers for honoring me during your recent awards banquet. By the same time, I believe everyone affiliated with the food industry is deserving of an award for their contribution to the health and welfare of consumers, while maintaining the lowest food budget for Americans in the world. Best wishes for continued success to the AFD.

**Meyer Berman,**  
**Abner A. Wolf, Inc.**

I was very pleased to receive a Salesman of the Year Award by the AFD. I would like to thank everyone who was responsible for my receiving it. The Associated Food Dealers is doing a great job . . . keep up the good work!

**Lee Reeside**  
**Food Marketers, Inc.**

I was truly overwhelmed upon my selection for an award by the Associated Food Dealers, and grateful for even being considered from among the ranks of the many top salesmen within my field with better backgrounds and many more years experience.

I owe my gratitude to many of your members, having knowledge of my background and experience. They were very patient with me and assisted me in many ways. I will do my utmost to live up to your high honor.

**Harvey L. Jones**  
**O'Donnell Importing Company**

I would once again like to thank you for the great honor that was bestowed on me by the Associated Food Dealers, as driver-salesman of the year. A person goes through life working everyday and thinking that he is not being appreciated, or recognized. Well, the AFD and my company, made me see things differently. I will try and live up to the honor.

**Thomas Lewis**  
**Superior Potato Chips**

It was certainly a pleasure to attend your annual Awards Banquet as guests of the AFD. It's also a pleasure to see how smoothly you run such large functions. Everything was so well organized that unless one has had the responsibility for such an understanding it would be hard to visualize all the weeks and months of planning that it takes.

Your Awards Banquet is certainly unique in that it recognizes the guy in the front lines whose efforts are largely overlooked by other segments of our industry. Keep up the good work!

**Donald L. Dorst**  
**President, DAGMR**

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**Active Food Trade Association**  
**in Michigan.**

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## Memo from Faygo

by  
**MORTON FEIGENSON**  
President



"Very few products last longer in a new market than their introductory price program," observed Robert E. Hilburger, director of purchasing for F. C. Tripi Company Inc., Buffalo wholesaler.

"So Faygo," said Hilburger, "has certainly surprised us. In fact, it was inconceivable to me at the outset that Faygo could compete at retail from a Detroit plant 250 miles away."

Mark Mayle, Tripi buyer, joined in to say:

"When we first took Faygo on 16 month ago, I wouldn't have believed Faygo could take over as our only warehouse flavor line, and now we're looking at sales that are running 26 percent ahead of last year."

"It's still inconceivable when you consider that there are plenty of other soft drink packers within 30 miles of our warehouse."



**Mark Mayle (left), Buyer, and**  
**Robert E. Hilburger, Director of Purchasing,**  
**for F. C. Tripi Company Inc., Buffalo, N.Y.**

F. C. Tripi's beginnings go back to the last century and its distribution center now serves 160 stores to the east as far as Syracuse, southward into Pennsylvania and westward to Erie, Pa.

"We concentrate on being a rural service house," said Hilburger, "and, in most of their areas, our stores get the biggest share of market."

"Our everyday job," he said, "is to stay superior where others are either unable or unwilling to provide a service. We've become exceptionally oriented in this direction over the years."

.....  
Tripi Cash & Carry outlets in Buffalo and in Niagara Falls supply more than 750 delicatessen and Mom & Pop type stores.

"These stores," said Mayle, "now sell Faygo pop and they previously sold nothing but store-door pop."

Mayle continued:

"Being so dependent on 'kid sales,' they are very definitely turning away from vendor pop."

"They've discovered that a cooled can of Faygo at 15 cents makes any kid happier than will store-door pop which must be retailed at 20 cents a can due to inflated wholesale pricing."

Nodding agreement, Hilburger added:

"It's at the \$4,000-a-week and under corner stores that you can see the store-door delivery system eroding and it may not be long until soft drink route trucks, operated by high paid drivers, won't be able to stop at either the corner stores or the larger volume supermarkets."

"We're convinced that pop is a natural warehouse item."

"Retailers are becoming increasingly concerned about the higher retail prices they have to post for vendor products. They are beginning to really recognize that the prices have to be higher because too many people are taking a part in the profit before the product arrives at the stores."

.....





EDWARD DEEB

## **OFF THE DEEB END**

# Store Hours Sanity

Recently, Great Scott Super Markets reduced its store opening hours from 12 midnight to 10:30 p.m. in the Detroit area.

It took some courage to initiate the policy change since its competitors are still very much involved in late evening and all-night opening hours. There is still a long way to go since Great Scott is only one of many chains, and the move was only a half-step to normalcy.

Last July, when the "hours war" had intensified, the Associated Food Dealers issued a public statement recommending a "return to normalcy," or the traditional 9 p.m. closing hour because among other things, too many businessmen were going to be hurt.

When the Detroit media reported the move by Great Scott to cut hours because of the costs involved, and that savings would be passed on to consumers, the heads of competing chains indicated in so many words it was not costing them to stay open late hours, and it was providing a customer convenience.

Who's kidding who? It indeed does cost to keep stores open all-night, especially when the volume is not there to meet expenses. The only reason the chains entered the hours war was to prevent competition from luring away its own customers. It was that plain and simple.

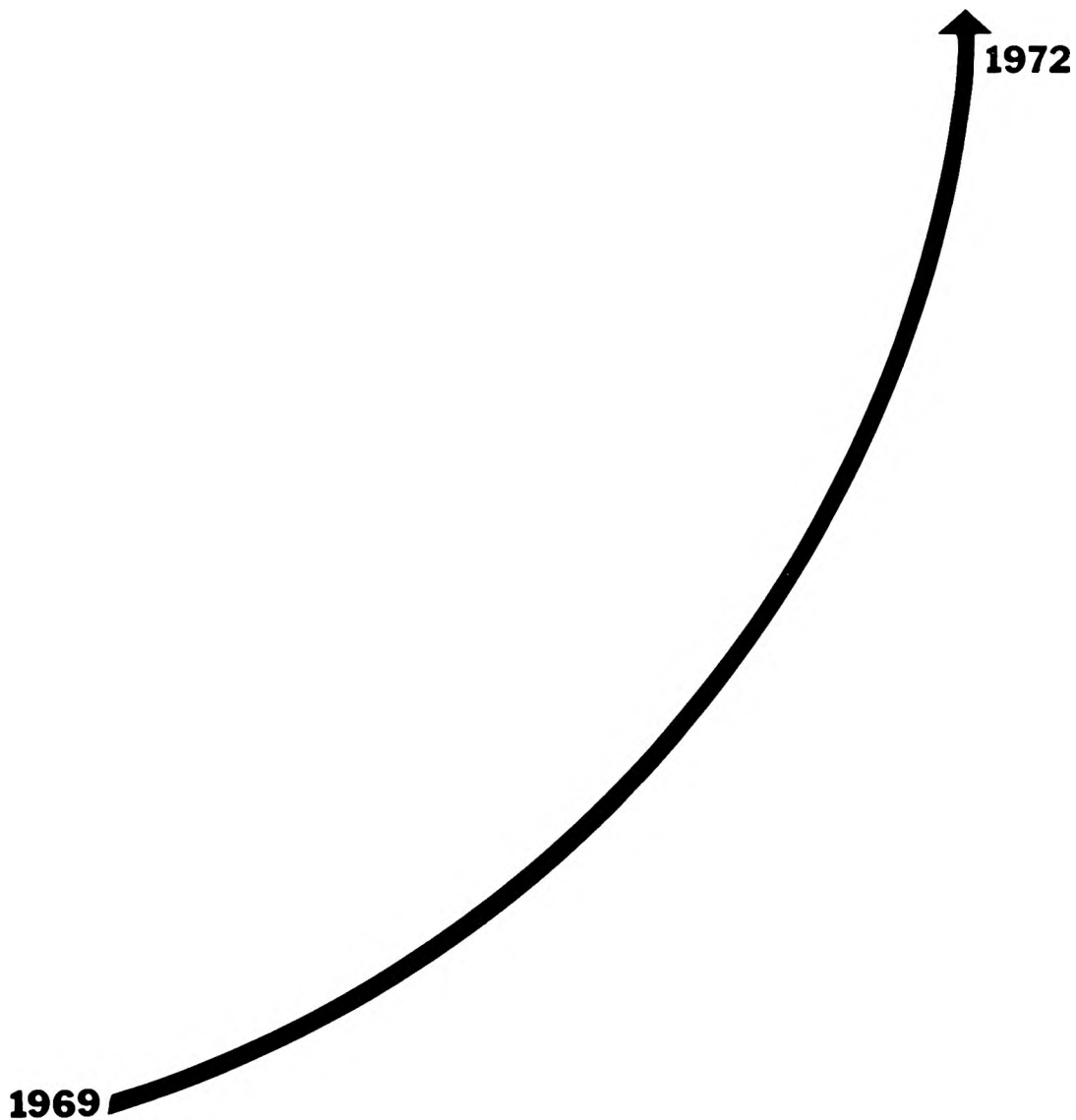
Since total food consumption is not increased due to expanded hours but merely permits consumers to shift their shopping patterns; Since employees who have to work the late shift have become disgruntled and unenthused; Since costs increase with early morning hours; and Since many small independent stores could realistically be forced out of business it's time for us to be sensible.

Let's bring back sanity to our industry, and create the profits so badly needed.

Let's cut the razzle-dazzle and bring store hours back to normal.

Sanity regarding store hours won't hurt, but instead help everyone involved.

# This is a picture of people enjoying Stroh's beer.



This picture tells a special kind of story. It says that if you line up all of the new friends we've made over the last 3 years, the line will go way up. And that's the kind of story a sales picture ought to tell.

**From one beer lover to another.**

THE STROH BREWERY COMPANY DETROIT MICHIGAN 48226

## THE PRESIDENT'S CORNER

# We Congratulate the AFD Award Winners

By ALLEN VERBRUGGE

In behalf of the members of the Associated Food Dealers, at this time I wish to thank all those who attended our recent 8th Annual Awards Banquet at Imperial Hall in Fraser, which was well over 700 persons.

As most of you know, the purpose of our awards is to give proper recognition to those individuals who have excelled in service to their employers, food retailers, and the total food and beverage distribution industries, in the spirit of progress and inter-industry cooperation.

It is our way of paying tribute to those individuals, companies or the news media for doing an outstanding job. It is also our way of saying "thank you" because too often we tend to take some things for granted, without taking time out to express our appreciation to them.

It is also our way of keeping the industry together, since after all, we are all part of the total distribution channel, and must work together in getting food products to the consumer in the fastest, most efficient method possible.

Since retailers are only one segment of the system, the awards gives us a chance to express our appreciation and importance to the manufacturers, brokers and wholesalers.



VERBRUGGE

Our awards program hopefully promotes greater effectiveness among each of us, so we may cooperate to the fullest. It is one way of helping to keep the general public better informed of our industry's contributions to society and to place our best foot forward to help prevent various groups and government officials from making us a scapegoat when the going gets rough.

This year over 124 nominations were reviewed by our AFD Awards Committee. As always, although only a few are honored, we are most appreciative of the work being done by ALL individuals and companies in the field.

In modern times, your association has been deeply involved in the issues confronting our industry. We sit right on the firing line. We will not permit anyone or any group to make unfair and unjustified attacks on our industry. Although space does not permit me at this time to spell out our involvement, we are confident you are aware of what we are doing.

In conclusion, I would like to extend our congratulations to John Orlando, Meyer Berman, Lee Reeside, Thomas Lewis, Harvey Jones and Dominic Cusmano, in addition to Joe Foy, Dale Ball and Edith Allen for a job well done.

## Trends in Food Retailing

In 1928, some 867 items were stocked in a food store. In 1970, the items stocked averaged 6,448.

In 1972, retail food store sales totaled some \$6 billion. In 1972, total sales is expected to reach some \$100 billion.

In 1969, the average profit per each dollar of sales was 1.07 cents. In 1971, profit per dollar sales was 0.86 cents.

With regard to "discounters," 45% of the independents were involved in this type of operation; the figure is 36% for the food chains.

In citing the above trends in the food industry, Robert W. Mueller publisher of Progressive Grocer, noted that in 1971 promotional allowances amounted to \$500 million or about \$10,000 per store. This was the equivalent to about one-half of the entire net profit of the retail grocery industry.

In outlining a two-week profile of on major account, he said deals were offered on 211 brands accounting for 988 items. It was concluded that too many deals were being offered and money was being used to subsidize discounting instead of promoting products.

Mueller pointed out that there is a need to shift emphasis away from price promotions to "total marketing concepts" or wholly integrated programs.

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AFD Member



# AFD Calls on Retailers To Keep High Standards

The following is a statement issued by the Associated Food Dealers in support of the Michigan Department of Agriculture's efforts to permit the higher Michigan meat standards to prevail in the state:

"In behalf of the Associated Food Dealers, representing over 2,300 food distributors in Michigan, we issue the following statement concerning the high standards of Michigan's Comminuted Meat Laws.

As most people are aware, the U.S. Court of Appeals in Cincinnati, recently ruled that the Michigan meat laws conflicted with federal laws regarding various comminuted meats as hot dogs and sausages, and reversed an earlier court decision to permit the State of Michigan to enforce its own laws which have higher standards.

- The Associated Food Dealers and its members have always advocated the stocking and selling of high quality food products.

- Our organization has always worked with the Michigan Department of Agriculture to maintain the highest possible standards regarding food products and food sanitation.

- We of Michigan have the most stringent meat laws in the nation which have benefited consumers more so here than anywhere else, since only skeletal meats are permitted in various products.

- The high standards have also aided the local Michigan meat packing companies, since the standards have helped keep them competitive with non-Michigan based firms.

- We have found that the higher Michigan standards for meats would not handicap food merchants in any way if they were to continue stocking and selling products with higher meat standards.

- We have lived with the State meat laws for a number of years now, and fully understand them, and have found no complaints because of them.

- The higher Michigan standards have also generated greater consumer confidence regarding

meat products, and this has been expressed through higher consumer demands for our products.

- So long as food dealers in Michigan have a choice, we have recommended that our members insist on the higher Michigan standards when ordering their products from meat packing plants and sausage companies.

- At the same time, we wish to

express our support to the Michigan Department of Agriculture in its efforts to permit the Michigan standards to prevail."

\* \* \*

Following issuance of the AFD statement on Michigan meat standards, the Sausage Manufacturers Association of Michigan immediately endorsed the AFD statement, according to Emil Salay, president of the group.

"I have contacted all of our membership, and they won't lower their standards," Salay said. "And we back the Associated Food Dealers 100 percent."

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## ***AFD Proposals to Curb Bad Check Passing***

DETROIT—In an effort to curb bad and fraudulent check-cashing losses in Michigan, now totaling over \$1 million dollars per month, the Associated Food Dealers (AFD) has called on banks and financial institutions to tighten security precautions when issuing checking accounts.

At the same time the food distribution association, with over 2,300 members, recommended an improved method for distributing welfare-aid checks to the State of Michigan, which could drastically reduce attempted fraud to a minimum.

In a two-part, nine-point proposal issued to the state's leading bank presidents, and the State of Michigan, the AFD specified several action-steps which would curtail check losses. They include:

- The need for bankers to screen more thoroughly all new checking account applicants.
- Require all banks to issue identification cards with a photograph to each person opening a new account, similar to Michigan's drivers license, with the drivers license number imprinted on the bank card.

- Initiate a checking account service fee of \$2, and require a minimum initial deposit of no less than \$25 into newly opened accounts, to help discourage fraud.

- Require that all checks issued by banks be guaranteed by the bank up to \$50. This would encourage bankers to more carefully screen checking account applicants since competition between banks for new accounts is quite intense.

- To have banks require individuals to pay an annual service fee, which could go into a special fund to help cover bad check losses. The idea stems from policies involving various credit card companies, at not penalizing legitimate checking account users.

The food association admits that even if the banks implemented all of these proposals, it would not in itself entirely eliminate the bad check problem in Michigan.

Edward Deeb, executive director of the Associated Food Dealers, said in order to be effective "merchants must continue to 'know the endorser' of the checks they cash, and verify the individual against various pieces of identification."

At the same time, the association also proposed a new system for distributing welfare and government-aid checks to the banks and State of Michigan designed to reduce theft, loss, forgery and dollar cost of claims.

The proposals are as follows:

The State of Michigan should begin considering a better, more fool-proof system for distributing government checks with banks and savings and loan branch offices serving as distribution centers. (Presently checks are sent by mail.)

A single check for the total amount of the individual accounts would be submitted to the main office of a bank by the State Treasurer. A disbursement sheet would then be provided for each branch of the bank.

The disbursement sheets would designate the bank branch most convenient from which he could personally pick up his check.

Finally, positive identification would be provided each individual qualified for aid by the State. (The bank would have an ID card as well as the recipient, which could be compared upon cashing.)

Deeb said the system would eliminate any chance for fraud because, basically, "money or checks will not be mailed."

Instead, he continued, the amount to be paid each recipient will be deposited into a designated bank, who in turn, will make out the checks and pay the recipient.

*(Continued on Page 14)*

### **DETROIT RENDERING COMPANY**

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**WWJ RADIO ONE**

**WWJ-TV 4**



## THE BELL RINGER

# Max Shaye Now the Glamor Boy of Art World

BY ALEX BELL

We don't know if this is the last column for 1972 or the next to last. At any rate, I want to be one of the first to wish our readers a Merry Christmas and a Happy and Profitable New Year. Mazeltov.

\* \* \*

Well, well, our sterling counterpart on the Detroit News, Charley Manos, made it to Las Vegas. He headlines a column, "How to become a winner when you go to Las Vegas." Charley, as a veteran of "FLV" our advice to you: The only way to win, is don't get off the plane.

\* \* \*



BELL

The new pictures adorning my column were taken by Pat (the gorgeous Greek) Gowthorpe, and appreciated. OK, Pat?

\* \* \*

We remember when Max Shaye was the glamour boy of the food business. Now he is doing the same thing for the world of art. Go to it, Max.

\* \* \*

We have noticed an ad on the DSR Buses: "Bring your bedroom problems to Bedrooms, Inc." Well, we have been trying, but she won't go.

\* \* \*

Mike Giancotti of Auburn-Orchard, always the perfectionist, told us that he counted the tiny time pills in a Contac and there were only 598.

\* \* \*

The Permissive Society: There aren't so many bleeps on TV anymore, notice?

\* \* \*

We didn't dream it: Procter & Gamble recently ran an ad in a trade paper headed up thusly: "Man cannot live by P&G Alone." How true. Try starvation.

\* \* \*

When we were a bit younger and squiring our roommate here and there, we returned to her house one night and her dear old dad asked us why we didn't get home until 4 in the a.m. So our roommate said, "Oh he has to go to work at 6 o'clock."

\* \* \*

Believe me this is the toughest column we have

worked on in a long time. Nothing comes out of the pen or the head, and Charley Manos does this six days a week. Good luck, Charley.

\* \* \*

At least Nate Fink has the intestinal fortitude to tell it as it is. How about trying for a 9 o'clock closing now, Nate?

\* \* \*

Well, our contributors to the column did us dirt this month. Handsome Harold the honest chicken man, Deano from Hormel's, Don, Jay, St. Francis of Arlington Heights, etc. Help! The next one will be a blockbuster, I assure you. I guess writing is like an elevator, it has its ups and downs.

\* \* \*

Eat your heart out Charley Manos.

\* \* \*

Dear John, that's all she wrote.—ACB

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AFD MEMBER

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| Name _____   |  |
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| City _____   |  |
| State _____ ZIP _____  |  |
| <div style="text-align: center;"> <small>UNDERWRITTEN BY</small><br/> <b>Mutual of Omaha</b><br/> <small>The Company that pays.</small><br/> Life Insurance Affiliate: United of Omaha<br/> <small>MUTUAL OF OMAHA INSURANCE COMPANY</small><br/> <small>HOME OFFICE: OMAHA, NEBRASKA</small> </div> |  |
| <b>FILL OUT AND MAIL TODAY</b>   |  |

## Around the Town

The merger of **Bob Reeves Associates** food brokerage and **Shores Brokerage, Inc.** was announced recently by Robert Reeves, President of the company will be Mr. Reeves. Gerald Thiry formerly of Shores, will become vice-president.

\* \* \*

Ever heard of a wedding in a party store? Well it's finally happened. Recently, Judge Joseph Gillis married Walter White and Judy Brown at a special ceremony held in **Irene's Party Store**, Detroit.

\* \* \*

The AFD was sorrowed to learn of the passing of **James G. Roach**, who was connected with **Leo J. Theisen Co.** Mr. Roach died Sept. 17 in Yuma, Arizona.

\* \* \*

**Willard H. Hagenmeyer**, formerly with International Milling Company prior to his retirement, has formed his own firm. Called **Hagenmeyer Enterprises, Inc.**, it will specialize as management, merger and acquisition consultants.

\* \* \*

**Nat A. Sibbold**, station manager of **WWJ-AM** and **WWJ-FM**, Detroit, an AFD member, has been re-

elected chairman of the National Broadcasting Company Radio Network Affiliates executive committee for a three-year term. Congratulations, Nat.

\* \* \*

**Borman's Inc.** has announced the appointment of **William Bank**, as vice-president for delicatessen for its **Farmer Jack Super Markets** division. He will be responsible for the introduction of new, full-service deli departments units food stores.

## AFD Proposals to Curb Bad Checks

(Continued from Page 10)

Or, if the banks do not issue the checks, they can themselves issue the checks made out by the State.

The AFD said the direct benefits to the State would be (1) reduced administrative costs, (2) elimination of the need for individual check preparation, (3) eliminate postal charges, (4) reduce the frequency of claims for check replacements, (5) permit adequate investigations of the claims submitted with the existing staff, (6) eliminate the possibility of theft at post offices and from mail boxes, and (7) reduce the amount of forgery and fraudulent claims for check replacements.

Benefits to recipients include a safe method for check distribution, elimination of the difficulty experienced in cashing checks, and permit easier access to cash.

Benefits of these proposals to the business community include elimination of cash losses, reduction of bank charges and reduces investigation expenses for firms who cash checks.

The food association said it was hopeful that serious consideration leading to implementation would be given these proposals by the banks and the State of Michigan.

"The proposals will permit more assurances of guaranteed and bonifide checks on one hand, with less aggravation to all parties, and safer handling of welfare aid checks on the other," the AFD said.

The association had met with bankers in 1965 to discuss similar proposals, but said little was initiated since that time.

At the same time, the AFD met with officials of the State Departments of Treasury and Social Services in 1969 and 1971 to discuss the serious problems involving government assistance checks. Both departments then felt the association's proposals had merits.

In addition, the AFD met with officials of the Wayne County department of social services, expressing concern for the need of ID cards with photos. The officials also indicated the idea had merit and would be implemented in the future.

Let United Dairies Service Your  
Dairy and Ice Cream Departments



# United Dairies

4055 Puritan • Detroit 48238

Phone UN 1-2800



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.



## Merchandising

Paul Kaye Associates, an AFD member, was recently appointed broker for Fruit of the Loom's disposable diapers, **Sitting Pretty**.

\* \* \*

Apollo Brokerage Company, an AFD member, has been appointed broker for Michigan for **Wagner Industries**, a division of A. E. Staley Manufacturing Co. Wagner produces a wide line of citrus and food drinks.

\* \* \*

Hygrade Food Products Corp., an AFD member, has expanded its **Ball Park** brand line with the introduction of four new sandwich meats, packaged in 12-ounce units.

\* \* \*

The Pfeister Company, an AFD member, recently accepted a \$2,500 check from the **Dole Corporation** for winning first prize in a national display and merchandising contest by Dole.

\* \* \*

Acme Detroit Food Brokerage, an AFD member has announced the opening of a new Toledo branch. The address is 744 Woodlawn, Toledo, O. 43612.

\* \* \*

Peterson & Vaughan, Inc., an AFD member, recently announced the addition of four men to its retail merchandising staff. They are: Raymond Doelle, Theodore Baker, Charles Sammut and Fred Spies.

## Three 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 four new supplier members to the Association. Their names, addresses and phone numbers are as follows:

**HARTIG MEATS**, wholesale meat distributor specializing in steak kebobs and sirloin filets, 1525 Division, Detroit, Mich. 48207; phone (313) 832-2080.

**SEAGRAM DISTILLERS COMPANY**, producer and distributor of a wide variety of liquor products, 24681 Northwestern Hwy., Southfield, Mich. 48075; phone (313) 354-5350.

**DERTHICK & ASSOCIATES**, food broker and manufacturers' representative, 18280 W Ten Mile Rd., Southfield, Mich. 48075; phone (313) 352-4074.

These new members and all AFD supplier and service members deserve your support and patronage. Refer to the AFD Suppliers' Directory on Page 19 often. In fact, clip it out of *The Food Dealer*, and post near your phone.



JOSEPH G. FOY, chairman of Spartan Stores, Inc., center, is shown receiving Michigan's food industry Man-of-the-Year Award from officials of the Associated Food Dealers. Flanking Mr. Foy, at left, is AFD executive director Edward Deeb, and AFD chairman Harvey Weisberg. Mr. Foy became the first recipient of this top industry award in Michigan, which will be given annually.

## GOHS Inventory

We Specialize in the  
Retail Grocery Field

*Prompt • Fast • Accurate*

Department Breakdowns  
Figures Immediately!

**Call (313) 557-4130**

# Fall Time Is Picnic Time Too!



## ORANGE JUICE

A Product of Home Juice Co.

Phone 925-9070

**Stroh's**  
BEER

FROM ONE BEER LOVER TO ANOTHER

FOR EXTRA SALES  
AND EXTRA PROFITS  
DISPLAY



The  
COOK-OUT FOIL

## RED PELICAN MUSTARD

MADE FRESH  
DAILY  
IN DETROIT

SELL THIS  
POPULAR  
LINE



RED PELICAN FOOD PRODUCTS  
Walnut 1-2500 — Detroit



## PICNIC PARTNERS HAMTOWN'S

Potato Salad, Macaroni Salad



Pizza Pies  
Baked Beans  
Deli Dills  
Cole Slaw  
Jell-O

For Prompt Service Call

SPECIALTY FOODS CO. — 893-5594



## TIP TOP

Enriched  
HAMBURGER  
& HOT DOG ROLLS



WARD FOODS, INC.  
TA 5-6470

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

## TAX TOPICS

# How to Handle and Report Your Car Expenses

By MOE R. MILLER  
Tax Accountant and Attorney

Salesmen, professional men, businessmen and others who use their personal autos for business travel should know the maximum amount of car expenses they can deduct on their tax return.

Employees and self employed individuals who use their own cars for business can deduct that part of their automobile expenses allocated for business use. Travel from your residence to your place of employment is not considered a business purpose and the expense is considered personal and not deductible on your income tax return.



MILLER

Employee and self employed individuals can deduct that part of their automobile expense which is allocable to business use. There are three ways of determining these expenses:

1—Figure out and keep detailed records of the actual expenses incurred for business use; or

2—Figure out the business mileage traveled during the year and apply a flat standard mileage deduction of 12 cents for the first 15,000 miles and 9 cents a mile above that.

3—Employees (but not self-employed businessmen or professionals) may also be able to avoid bothering with either an actual or standard mileage expense deduction if their employers are willing to reimburse them with a mileage allowance of up to 15 cents a mile for business transportation expenses. In that event they don't report either the reimbursement or the expenses on their tax returns.

An employee (but not self-employed person) can avoid the problem of deducting and supporting his business car expenses if his employer is willing to pay him a fixed allowance of not over 15 cents per mile of business travel.

It can be set up for any executive, salesman, stockholder-employee, or any other employee. It can be used for a controlling stockholder-employee as well as a non-stockholder-employee. The mileage allowance need not be made available to all or any specific portion of the employees. It can be limited to top executives, stockholder-employees, etc.

The Treasury says that if an employer sets up a "fixed mileage allowance not exceeding 15 cents per mile in payment of an employee's ordinary and necessary expenses of transportation and the elements of time, place and business purpose of the travel are substantiated."

An employer may request the Commissioner's approval in writing for a higher mileage allowance than 15 cents by citing any "unusual circumstances" which justify a higher mileage allowance.

The 12-9 cents standard mileage deduction is in lieu of deducting all operating and fixed costs, and depreciation allocable to business use of the car. This includes such items as gasoline, oil, taxes on gas and oil, repairs, license tags, insurance and depreciation. But specific deductions in addition to the standard mileage of deduction may also be taken for parking fees and for interest and taxes "relating" to the car, i.e., in connection with the purchase of the car.

If an employee receives a qualified mileage allowance reimbursement from his employer he doesn't have to report either the reimbursement or take the expense deductions on his return.

If an employee incurs deductible business expenses on behalf of his employer which exceed the total of advances, reimbursements and charges, and he wants to deduct the excess, he must: submit a statement as part of his return showing the total of the reimbursements, advances, charges, and the total of expenses broken down into such categories as transportation, meals and lodging while away from home overnight, entertainment, gifts, and other business expenses; and maintain the records and supporting evidence required under the rules for substantiation of each element of expenditures.

The actual out-of-pocket costs of medical or charitable travel are deductible also in the amount of 6¢ mileage allowance in lieu of actual expenses. Instead of claiming actual medical or charitable car expenses, a taxpayer may claim a deduction of 6¢ per mile of medical or charitable travel. This may be particularly advantageous if the taxpayer failed to keep records of his actual out-of-pocket expenses.

## 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.



# Support These AFD Supplier Members

## ACCOUNTING, INSURANCE

|  |          |
|--|----------|
| Approved Inventory Specialists Company | 571-7155 |
| Brink, Earl B. (Insurance)             | 358-4000 |
| Gohs Inventory Service                 | 557-4130 |
| J & S Inventory Service                | 924-7070 |
| Moe R. Miller & Co.                    | 557-5255 |
| Mid-America Associates                 | 557-8410 |
| Receivable Management Associates       | 564-6334 |
| Retail Grocery Inventory Service       | 399-0450 |

## BAKERIES

|                                     |          |
|-------------------------------------|----------|
| Archway Cookies                     | 532-2427 |
| Awrey Bakeries                      | 522-1100 |
| Bonnie Bakers                       | 893-3260 |
| Farm Crest Bakeries                 | 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 |
| Taystee 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             |
| Thco. 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     | 566-6360             |
| 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 Huettelman & Son            | 886-8800       |
| Paul Inman Associates, Inc.      | 626-8300       |
| Interstate Marketing Corporation | 341-5905       |
| Paul Kaye Associates             | 864-7000       |
| George Keil Associates           | 273-4400       |
| Latimer & Ziegler Associates     | 353-7850       |
| Harry E. Mayers Associates       | 352-8228       |
| McMahon & McDonald               | 477-7182       |
| Marks & Goergens, Inc.           | 354-1600       |
| Northland Food Brokers           | 342-4330       |
| Peterson & Vaughan, Inc.         | 838-8300       |
| P. F. Pfeister Company           | 491-2000       |
| Sabakian & Salm                  | 962-3533       |
| Sherman & Company                | 557-9191       |
| Sosin Sales Company              | 963-8585       |
| Stark & Company                  | 358-3800       |
| Stiles-DeCrick Company           | 884-4140       |
| Sullivan Sales                   | 531-4484       |
| 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       |
| Grocers 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 Lucious 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 |
|-------------------------|----------------|

## 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 |
|-----------------------|----------|

## FRESH PRODUCE

|                               |          |
|-------------------------------|----------|
| Andrews Bros. of Detroit      | 841-7400 |
| Caramituro Bros               | 963-9064 |
| Cusumano Bros Produce Company | 921-3410 |
| 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     |
| Herrud & 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 |
| Pack 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 |
| Reigel 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 |
| Webby 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 | 965-1295 |
| Comp-U-Check, Inc.           | 255-2800 |
| Detroit Warehouse Company    | 491-1500 |
| Gulliver's Travel Agency     | 963-3261 |
| Keene Pittsburgh-Erie Saw    | 835-0913 |

## SPICES AND EXTRACTS

|                   |          |
|-------------------|----------|
| Frank Foods, Inc. | 833-0025 |
|-------------------|----------|

## STORE SUPPLIES AND EQUIPMENT

|                                   |          |
|-----------------------------------|----------|
| Aimor Corporation                 | 539-0650 |
| Butcher & Packer Supply Company   | 961-1250 |
| C & J Berbeque Sales (Oven King)  | 838-3701 |
| Carrier Basket Service            | 866-1081 |
| Detroit Mini-Safe Company         | 372-9835 |
| Double Check Distributing Company | 352-8228 |
| Husmann Refrigeration, Inc.       | 398-3232 |
| Globe Slicing Company (Biro)      | 545-1855 |
| Hobart Manufacturing Company      | 542-5938 |
| Lepire Paper & Twine Company      | 921-2834 |
| Liberty Paper & Bag Company       | 921-3400 |
| Master Butcher Supply Company     | 961-5656 |
| Midwest Refrigeration Company     | 566-6341 |
| 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