



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

FEBRUARY, 1973

February 18 through 24 **"GROCER'S
WEEK
IN
MICHIGAN"**



The Program — Page 36



You've got a lot to live Pepsi's got a lot to give

Those boys of yours. They've got a lot to live. So do you. And your family's a big part of it all. Don't all of you deserve the best? That's Pepsi-Cola. Taste, energy, value... Pepsi's got a lot to give.





State's Food Distributors

Celebrate 'Grocers Week'

Over 8,000 food stores and supermarkets throughout Michigan will celebrate Grocers Week in Michigan, being held this year February 18-24.

The Associated Food Dealers (AFD), sponsor of the event, said Grocers Week will see supermarket operators and independent and convenience stores featuring special sales during the 8th annual week-long observance.

Gov. William G. Milliken has issued a special proclamation for the celebration, as have the mayors and city officials throughout the state.

Theme for this year's promotion is "Getting More Out of Your Food Dollar," designed to help homemakers shop for food more effectively.

Edward D. Deeb, AFD executive director, offered the following shopping rules or suggestions to help consumers become better food shoppers:

- Use a prepared shopping list for efficiency.
- Make use of a meal plan for at least one week's menus, and shop around it.
- Buy food items in advance, when possible, to take advantage of specials and lower prices, often available on volume purchases.
- Shop only once a week when possible, to permit greater savings and efficiency.
- Take advantage of advertised items by watching advertisements or circulars.
- Watch for product displays in the stores; big stocks usually indicate a special price.
- Take advantage of the seasons. Fresh produce,

for example, is a better value in Summer and early Fall than in Winter or Spring.

- Stick to the "basics" approach in cooking, avoiding instant or convenience foods when possible, to save money.
- When shopping for meats, take advantage of less expensive cuts, which, when prepared properly, tastes just as good.
- Avoid impulse purchases.
- Finally, compare prices by weights and packages, and select items which provide better values.

"Despite the current inflationary period, not many persons are aware that food accounts for only 13 cents of each dollar spent after taxes," Deeb said.

"While food costs have increased, they have increased less on the average than all other categories." He attributed this to President Nixon's economic stabilization program, and the fierce competition currently existing between food retailers around Michigan, especially the Detroit area.

"Too often," Deeb continued, "consumers attribute all items purchased in the supermarket as going for food. It should be pointed out that about 30 percent of the items purchased in markets are classified as non-food items, as health-and-beauty aids, housewares, soaps and detergents and the like."

Highlights of Grocers Week will be the AFD's 57th annual Food Trade Dinner, being held February 20 at the Raleigh House.

Michigan Court of Appeals Judge George N. Bashara, Jr., will formally install the association's officers and directors. Some 1,500 persons are expected to be on hand for the event.



ANNUAL PRESIDENT'S MESSAGE



RAY MARTYNIAK
AFD President

AFD Sets Out To Tell Industry's Story

By **RAYMOND MARTYNIAK**

This month marks the celebration of the 57th anniversary of the Associated Food Dealers. So far as the AFD is concerned, I am pleased to report we are continuing our growth and follow-up of several action programs in behalf of not only our members, but the industry as well.

We had a net gain of 167 new retailer and supplier members in 1972, bringing our total membership over the 2,300 mark in numbers. If we were to count all the employees of our various member-firms, the figure easily would reach over 30,000. And this is only part of the total. Obviously, we do not want to let these people down.

Although the AFD is progressing smoothly, it seems that the consuming public, governmental agencies and the mass news media, still do not understand the operations and complexities of our colorful industry—the nation's largest industry, bar none.

In reviewing the issues confronting our industry over the past year, the consumer expressed disenchantment over general inflation and rising prices, particularly food prices. There are several ways in which consumers can stretch their food dollars (which I won't get into at this time), but it seems that the high schools and universities are not reaching them. The AFD hopes to lend some assistance in this area.

This past election year also saw the movement to reform the welfare-aid system, which will affect merchants who cash checks. The FDA announced that it is moving to have nutritional labeling on products which state specific food values. There also was phase 2 of the President's economic stabilization program, and this year, we enter Phase 3.

No doubt these and other key issues will continue

to be in the forefront of areas affecting our industry.

During my term as president, I am planning to step-up AFD's involvement in several areas: local and statewide legislation, negotiations to help resolve various problems affecting us (as bad checks and unfair government rules and regulations), and begin a regular dialogue with individuals and groups to better explain the operations of our industry.

Unfortunately, in Michigan we are over-shadowed by our famed automotive industry, and consequently the importance of our industry is played down. There is no question, that, working together we can help close this communications gap.

We will also continue our close working relationships with our various industry "sister" associations, as GMR associations, food brokers associations, chambers of commerce, and so on, for the mutual benefit of all of us.

In my future monthly columns in our magazine, *The Food Dealer*, I will expand on the various programs the AFD board decides to undertake.

With the continued dedication and leadership of AFD executive director Ed Deeb, and the guidance and active assistance of our immediate past presidents Harvey Weisberg, Al Verbrugge, Don LaRose, Jay Welch and Mike Giancotti, I am confident the AFD will continue to ably serve as an articulate spokesman for our industry throughout Michigan.

In conclusion, let me say that it indeed is an honor to serve as president of the Associated Food Dealers. I will do everything humanly possible to continue the forward momentum and progress of the AFD, and our industry. But we need everyone's cooperation to get the job done.

Please help, we're counting on you!



Specialty Foods Co., Inc.



HAMTOWN



Prepared Foods

TOP ROW:

HAMTOWN'S GARDEN BEAN SALAD

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

HAMTOWN'S KRAUT SALAD DELIGHT

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

HAMTOWN'S KIDNEY BEAN SALAD

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

HAMTOWN'S SWEET BEAN SALAD

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

MIDDLE ROW:

HAMTOWN'S DILL TOMATOES

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

HAMTOWN'S DELUX KRAUT DINNER

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

HAMTOWN'S FRESH DELICATESSEN DILLS

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

HAMTOWN'S FRESH MUSHROOM SALAD

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

BOTTOM ROW:

HAMTOWN'S BEET SOUP

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

HAMTOWN'S CABBAGE SOUP

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

HAMTOWN'S DUCK SOUP

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

HAMTOWN'S MUSHROOM BARLEY SOUP

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

Specialty Foods Co., Inc.

Division of Hamtown Foods Co., Inc.

DISTRIBUTORS OF IMPORTED & DOMESTIC FOODS

4222 E. McNICHOLS • PHONE: 893-5594 (AREA 313) • DETROIT, MICHIGAN 48212



EDWARD DEEB

OFF THE DEEB END

Consumers To Blame?

The retail food industry today is beset by numerous problems, which, if not resolved, will adversely affect the consumer.

Food retailers are starved for earnings. If continued, the situation could reflect itself in under-staffing, longer checkout lines, more out of stock conditions, lower quality standards, clutter, diminishing assortments of brands and variety, and the elimination of many conveniences now provided in supermarkets.

The food distribution industry has tried desperately, in the face of mounting public criticism, to keep food prices down—even though their operating expenses, particularly wages, have risen sharply.

In frustration and anger, consumers have sought to blame the food industry for higher prices despite statistics from the U.S. Department of Agriculture which say consumers spend only about 14½ percent of the family after-tax income on food eaten at home. This, compared with 25% spent on food in the late Forties and early Fifties.

It is amazing how much attention is being paid to the cost of food. Food costs have risen less on the average than any other category in the past 10 years, and that includes clothing, auto repairs, restaurant meals, dentists' and physicians' fees, postal costs, transportation, daily newspapers, home repairs, hospitalization, etc.

All one need do is peek at the financial reports of any of the major public food companies, and see whether or not any profits are being made. Food chains especially, are lucky to survive today.

So far as consumers are concerned, they can actually reduce their food costs if they utilize less expensive meat cuts, and prepare more casseroles, stews, etc. And, they should tick to the basics when cooking, rather than utilize the higher cost convenience items.

I wonder who really is to blame for higher food prices. It just may be the consumer herself.



GUEST EDITORIAL

Pay Attention to HBA Department or Else . . .

By MAX SOSIN

Sosin Sales Company, Inc.

The business which is known to us as Health and Beauty Aids is relatively new and novel. The term HBA was adopted about thirty years ago when HBA was first introduced to the food industry. Prior to that time, this type of merchandise was sold primarily in drug stores, plus a very small percentage in what was then known as 5 & 10c variety stores.

The move to the food stores did not come by accident. It was a direct result of the many sins committed by the drug industry. Retail merchants did many things which did not meet with the approval of the consuming public, such as exorbitantly high prices, merchandise hidden in little drawers, out of stock conditions, dark, dingy stores and many more unpleasant situations far too numerous to mention.

These sins committed against the public made them susceptible to buy HBA items in other types of outlets; and the grocery or food store was probably the most logical store to pick up that business. The food industry did not really embrace this category of merchandise in the manner comparable to their ability as merchandisers. On the contrary, it was accepted more or less with a lackadiscial attitude, and

as the years went on, much progress has been made, not because, but in spite of this attitude.

The HBA business in the food industry has reached enormous proportions. But unfortunately, the foundation upon which this business has been built is not strong enough to withstand any major trends or changes which the good old consuming public may see fit to institute in the future.

Yesterday's drug stores, unwittingly and unconsciously, transferred their business over to the market or grocery store and then spent the next twenty years crying about it, condemning every one but themselves.

I am not so sure that similar fate couldn't happen to the food industry. Remember, a trend doesn't happen overnight. It is a very slow process, and by the time you recognize the symptoms of trouble, very often it is too late.

The world does not stand still. We see changes taking place all around us every day and no matter whether we like it or not, we must go along or expect to be left behind. Going along with a trend is a whole lot more beneficial than resisting, so take another good look as to what is going on in this industry. HBA is a good business, much too good to let it go down the drain.

Paul Borman to Receive Honor from Jewish Seminary

Paul Borman, president of Borman's, Inc., has been designated by the Jewish Theological Seminary of America to receive its 1973 national community service award. The award is given each year to men and women "for distinctive and continuing service to the Jewish and general communities."

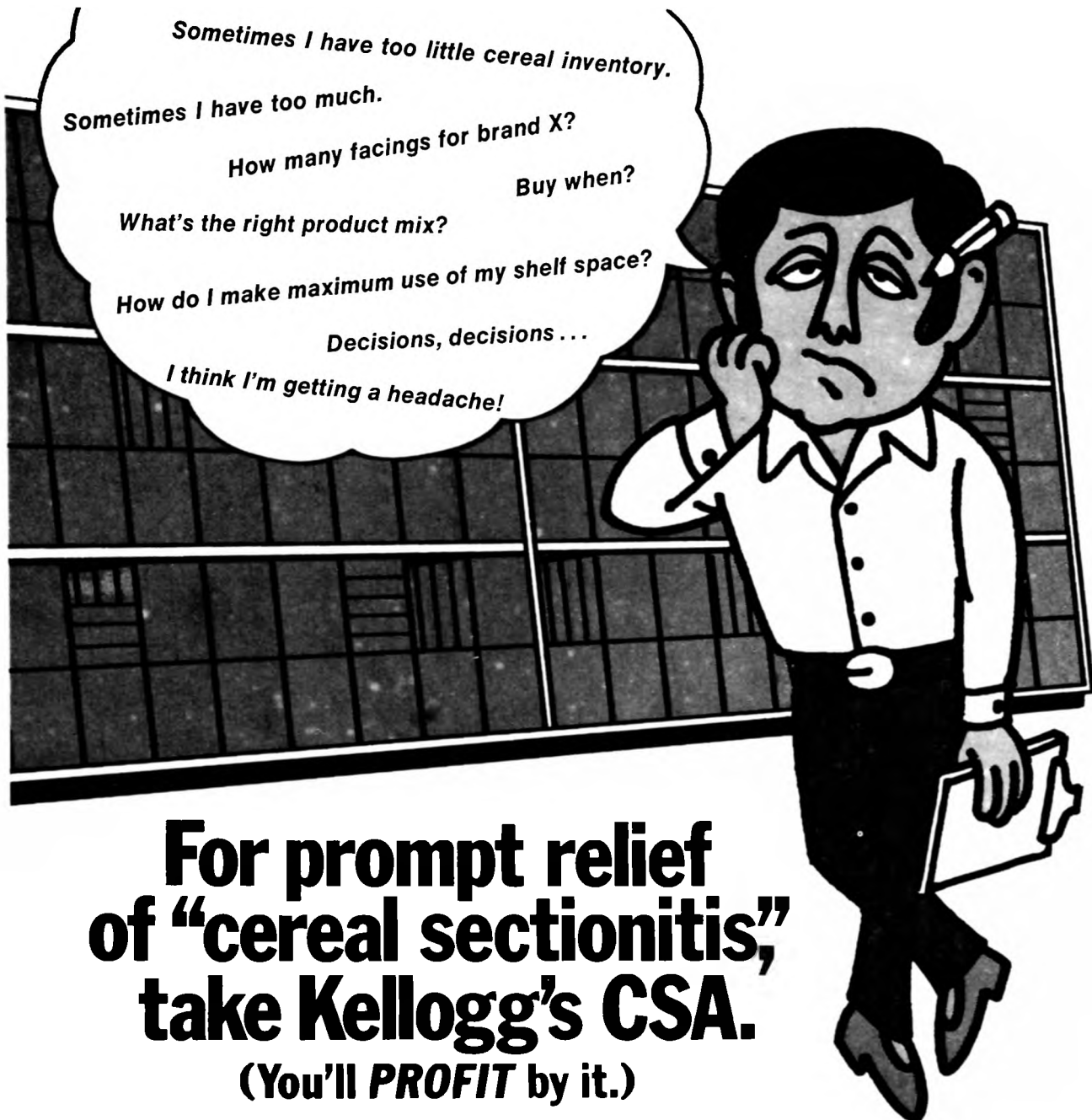
Borman's, Inc., operates Farmer Jack Supermarkets, Arnold Drug Stores, Detroit Pure Milk, Wesley Quaker Maid Ice Cream, Pitts Packing Company, Rinna Bros. Bakery and Peter's Sausage Company.

Following graduation from Michigan State University, where he majored in food distribution, Borman spent two years in the Army, then served the company in various capacities prior to becoming president in 1965. He is active in numerous charitable, civic and religious organizations.

**The AFD Is The Largest and Most
Active Food Trade Association
in Michigan.**

**Are You On The Team?
If Not, Phone 542-9550**





Sometimes I have too little cereal inventory.
Sometimes I have too much.
How many facings for brand X?
Buy when?
What's the right product mix?
How do I make maximum use of my shelf space?
Decisions, decisions ...
I think I'm getting a headache!

For prompt relief of "cereal sectionitis," take Kellogg's CSA. (You'll **PROFIT** by it.)

CSA gives you the information needed to make those important buying and selling decisions. It helps take the guesswork out of inventory control from warehouse to supermarket. Briefly, here's how Kellogg's CSA works for you:

- **COMPUTERIZED SALES ANALYSIS**—All brands of cereals are ranked by *your sales*. You get the data for intelligent product mix evaluation. Case pack recommendations are made based on *average weekly sales of each store*.

- **COMPUTERIZED SPACE ALLOCATION**—These sales analysis figures are fed into CSA computers. Store inventory is allocated to your shelf space in terms of *days' supply*. All shelving is fully utilized.

Kellogg's CSA has over four years of proven performance, helping food chains from coast to coast. Your Kellogg Representative will be happy to show you how CSA can help make your cereal sections more profitable, too.



Helping grocers put MORE PROFITS in their cereal sections.

Mich. Beer Sales Up 3%

Statistics just compiled show Michigan Beer consumption for the calendar year 1972 to be 6,495,582 barrels against 6,300,906 barrels for the same period 1971. "This represents an increase of 3%" according to Robert A. Schiffer, president and executive secretary of the Michigan Brewers' Association. "This is less than the national beer sales increase of 3½% Michigan's high beer excise tax could be the cause. Michigan consumers pay more beer tax money into their state treasury than is paid by consumers in other states with the exception of Florida," Schiffer said.

In 1972 the state of Michigan collected approximately \$40,922,166 beer excise tax and another \$18,512,408 from the 4% sales tax levied on beer, for a total of \$59,434,574 into the state coffers. In addition to this, Michigan beer consumers paid Uncle Sam \$58,460,238 via a \$9 per barrel federal beer tax or a total of \$117,894,812 to the state and federal government.

Detroit Health Department Drops X-Ray Requirement

The Detroit Health Department has announced that it is dropping required chest X-rays for persons who receive food handler's permits. Dr. William Clextan, in announcing the decision, said that national health experts have agreed that X-rays, given to detect tuberculosis, are no longer necessary for those who handle food served to the public.

Clextan also said that chest X-rays for anyone will no longer be offered at the City-County Building. Persons who work at establishments which still require tuberculin tests can receive free skin tests at a number of locations. These include workers at nursing homes, day care and nursery centers, schools, etc.

Those applying for food handlers' permits will still be required to attend a short class at the health department and pay a \$3 fee.

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



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

No Foolin' They Sell Good Too!

For Service, Phone TR 5-6145

Name the first advertised brand you can think of.

If you said DEL MONTE, you agreed with a lot of women. Out of 400 women in four cities* who were asked to name as many brands as they could, more said DEL MONTE than any other brand.

The Bureau of Advertising asked 400 women to name as many brands as they could in 4 minutes.

Out of 23,000 nationally or regionally advertised brands, they named 1,860. Out of those 1,860, DEL MONTE was named first more than any other brand. And more often than any other brand.

What it comes down to is this.

When women think of brand names, they tend to think of food products. And when they think of food products they think of DEL MONTE.

That's a good reason for you to merchandise DEL MONTE Products.

When you feature DEL MONTE Products you'll be getting full value from the brand women know best.

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 47 — No. 1

Copyright, 1973

Official Publication of

THE ASSOCIATED FOOD DEALERS

434 West Eight Mile Rd. — Detroit, Michigan 48220

Phone: 542-9550

EDWARD DEEB, Editor

CHRISTINE SAJDAK, Office Secretary

KAREN HARDESTY, Insurance Secretary

Officers—1973

RAY MARTYNIAC, President

Ray's Prime Meat Stores Trenton

***ALLEN VERBRUGGE, Chairman**

Verbrugge's Food Market Grosse Pointe

PHIL LAURI, Vice President

Lauri Bros. Super Market Detroit

LOUIS VESCIO, Vice President

Vescio Super Markets Saginaw

PHIL SAVERINO, Vice President

Phil's Quality Market Detroit

EDWARD ACHO, Treasurer

J-A Super Market Detroit

EDWARD DEEB, Executive Director

GEORGE BASHARA, Legal Advisor

Directors

STAN ALBUS — Stan's Super Markets	Detroit
LAFAYETTE ALLEN, JR. — Allen's Supermarkets	Inkster
*ALEX BELL — Village Food Market	Grosse Pointe
WILSON BOYD — King Cole Super Markets	Detroit
SAM COSMA — Atlas Super Market	Pontiac
PAUL FELICE — Felice's Quality Market	Pontiac
SIDNEY BRENT — Kenilworth Market	Detroit
GEORGE BYRD — Byrd House of Meats	Livonia
*MICHAEL GIANCOTTI — Auburn Orchard Markets	Utica
LOUIS GEORGE — Crown Food Markets	Detroit
JACOB GRANT — Farmer Grant's Market	Ann Arbor
JACK HAMADY — Hamady Super Markets	Flint
DON HARRINGTON — Meat-N-Place	St. Clair Shores
SID HILLER — Shopping Center Super Markets	Southfield
GEORGE JERRY — C. Jerry's Super Markets	Port Huron
DANNY KNOPPER — Danny's Super Markets	Detroit
*DONALD LaROSE — Food Giant Super Markets	Detroit
GENE MAITI — Town Square Super Market	Dearborn
MOYED NAJOR — Publix Super Market	Detroit
JAMES PEABODY — Peabody's Market	Birmingham
R. JERRY PRZYBYLSKI — Jerry's Butcher Shoppes	Wyandotte
RAY SHOULDERS — Shoulders' Markets	Detroit
LEONARD TAGLIAVIA — Dan-Dee Super Markets	Detroit
THOMAS VIOLANTE — Holiday Super Market	Royal Oak
FRED WEBER — Quik-Pik Food Stores	Detroit
WILLIAM WELCH — Hollywood Super Markets	Troy
*JAY WELCH — Hollywood Super Markets	Troy
*HARVEY L. WEISBERG — Chatham Super Markets	Warren
GARY WING — Fisher's Food Markets	Birmingham
JERRY YONO — Imperial Quality Market	Detroit

• Past Presidents



Around the Town

Joseph Agemy of Agemy & Sons Market, Allen Park, say he's thankful that he and his family are alive and well, following a fire in his home two days after Christmas. A passerby driving home early in the morning saw the flames, broke a door window and awakened the family, and called the fire department.

* * *

Sid Miller and his wife, Jean (he's with Hamm's Brewing Company), are proud new parents of their first child, Chad Miller. Congratulations, Sid.

* * *

Pat Foster is the new division manager for Michigan and northern Ohio and northeast Indiana for the C. F. Mueller Company, an AFD member, succeeding Donald Brass who was promoted to a new area. Foster was formerly with the firm's Florida division.

* * *

James Herbert, longtime AFD member, has been appointed regional sales manager of the Green Giant Food Service Division. At the same time, Herbert announced the firm's new and complete institutional line of vegetables in sauces, and meat entrees. Green Giant also recently acquired Don's Prize Meats, of Miami.

* * *

Aline Saverino, wife of AFD vice-president Phil Saverino of Phil's Quality Market, Detroit, is back home following recent surgery at Hutzel Hospital.

* * *

Two recent acquisitions by Borman's Inc., not previously announced, were the purchase by the firm of Rinna Bros. Bakery and the Peter's Sausage Company.

* * *

Former AFD president William Bennett of Quik-Pik Food Stores, has joined Munford, Inc., of Atlanta, Ga., as director of operations. Munford operates over 1,000 convenience stores in the southeast part of the country under various names.

* * *

The appointment of James Gregory, Robert Cassetta and Robert Green to merchandising positions at Wrigley Super Markets, has been announced by the new general manager, Howard A. Ferguson. Gregory is the new sales manager for general merchandise, Cassetta, the new sales manager, and Gregory, product pricing.

* * *

James Sophiea, AFD field representative with Mutual of Omaha, is now at home recovering, following a stay at St. Mary's Hospital, Livonia, where he was on the critical list. Get well soon, Jim.

* * *

New AFD director Stan Albus, head of Stan's Super Markets, is back on the job, but still nursing a leg injury suffered in a major freeway auto accident.

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

Baked goods buying families love variety

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



SIGN OF GOOD TASTE

12301 Farmington Rd. • Livonia, 48150

Phone (313) 522-1100

Associations—More Than Meets The Eye

In many ways, an association resembles an iceberg because the part that shows is smaller than the rest. But it's even more like a tree whose root structure does such an important job, and without which the mighty oak or elm would topple over and die.

Every tree we see is like the "visible" part of an organization—its publications, special reports, conventions and meetings, external public relations, etc. Some can be compared to the branches, foliage and needles, others to berries, nuts and fruit.

But down below, out of sight, are some of the most important works. The roots on which the visible association depends includes the committees and staff. They nourish the organization with ideas and energy to keep it blooming. Continually reaching, they insure growth to the rest.

Many vital services are performed which members and public seldom see. Planning, detail operation, contracts with agencies, legislation, consultation and advising, cooperation with other organizations, reams of correspondence—almost all take place without attracting much attention.

Stroh's Now 8th Largest

The Stroh Brewery Company, an AFD member, has moved up to 8th rank nationally in annual beer shipments as the result of an all-time record breaking year in 1972. The beer industry figures were recently released by the National Beer Wholesalers Association, Chicago. Stroh's is the only American brewery using the old European process known as "fire-brewing."

By the end of 1972, the company had shipped 4.23 million barrels of beer (nearly 58 million cases of 12-ounce containers), a new all-time record for the company in one year. This represents a 15.1% increase over 1971's record figure of 3.67 million barrels. In 1971, the firm held a number 10 ranking nationally.

Great Scott in Flint

Great Scott Supermarkets, Inc. has opened its 46th unit in Flint, the second outside the greater Detroit area. Located adjacent to a K-Mart store at I-75 and Pierson Road, the ultramodern supermarket covers 25,800 square-feet of space, maintains nine checkout counters, and has parking for 400 cars.

The new unit "is one of special significance," according to Great Scott president Nathan Fink, since "until now, we have concentrated entirely in the greater Detroit area." Additional new store openings are scheduled for Lapeer, Monroe, Rochester, Southgate, and Livonia.

THE ABNER A. WOLF WHOLESALE GROCERY CO.

**Congratulates the
AFD On Fifty-Seven
Productive Years!!**

**TO THOSE INDEPENDENT RETAILERS
INTERESTED IN WORKING WITH A
FORWARD LOOKING, COMPLETE
SERVICE ORIENTED GROCERY
WHOLESALE...WE'VE GOT IT ALL!**

*We could go on. But to hear the whole story, as to what we can do for you...
why not pick up the phone - we'll be there to see you today - tonight -
tomorrow - whenever you say!*

When we can give you so much, shouldn't Wolf be your Supplier?



ABNER A. WOLF



**13901 JOY ROAD 584-0300
DETROIT, MICHIGAN 48228**

• AMERICA'S MOST PROGRESSIVE FOOD DISTRIBUTOR •

EIGHT CONVENIENT CASH & CARRY OUTLETS

**DETROIT, EAST DETROIT, LINCOLN PARK, PONTIAC,
JACKSON, FLINT, SAGINAW AND TOLEDO, OHIO**

SPECIAL FEATURE**EMERGENCY: Can Your Store Handle One?**

The jar of applesauce was worth only 39¢. It slipped from the shelf quite innocently. Vibrations dislodged it while a clerk was stocking the other side of the gondola. Hardly any noise was made, just a light "squishing" sound as it hit the tile floor, a pile of slippery sauce and broken glass.

But 39¢ worth of applesauce put the grocer out of business!

The retailer had been pretty well off before the applesauce fell. Earlier that very day he had been thinking about his financial status. For the first time in years, he was able to keep a few hundred dollars in reserve in his checking account. He had a few securities locked up in his safe deposit box. The car and even the house were nearly paid for and the money had been set aside for the college education for three children. That spring, for the first time ever, a genuine vacation had been in prospect. The family was going to the Caribbean.

Then, into this picture of hard-won financial security came the jar of applesauce . . . and the woman who stepped on it. Her fall caused a permanent

The following article, written by George Pugh Williams, Food Business Associates, Inc., is reprinted from The Quality Grocer, which is published by members of Quality Bakers of America Cooperative, Inc.

disability, so obvious that a jury granted her a judgment of \$150,000 against the grocer.

While sprawled out on the floor a cashier had remarked to her that she had noticed the broken jar and reported it to the store owner who, in the process of other concerns, had forgotten to have it cleaned up. The liability was clear: Medical bills, pain, aggravation and loss of income (she was a widow with children to support). She was naturally awarded the judgment by the jury after it viewed the evidence.

Whether the judgment and liability were right or wrong is not the point. The fact remains that prompt action could have averted the loss. Even a

(Continued on Page 20)



THINK BIG

- BIG KETCHUP
- BIG TURNOVER

NOTICE TO RETAILERS: H. J. Heinz Co. periodically offers promotional allowances and materials to assist retailers in the resale of Heinz products. For complete details see your local supplier or write H. J. Heinz Co., P.O. Box 28, D-81, Pittsburgh, Pennsylvania 15230.



Ideas, ideas. You need a constant flow of them. Ideas that really work. Ideas to pull people into your stores. Ideas to help make your operations more efficient.

Here's where your P&G sales people are uniquely equipped to help you.

They have access to thousands of ideas each month. Ideas pre-tested in other stores. In effect, they're a walking reservoir of promotion, merchandising, advertising and display ideas... plus ideas on stockouts, recruitment, and productivity... ideas that have proven themselves around the country.

In a sense, you've got all our sales people working for you... finding out what's new, what's working, what pulls in customers, what stirs up excitement.

Tap this vast experience, through your P&G representatives. They're anxious to help. And our ideas are yours... almost as if we packed them in every brand.



M. L. Sims
Procter & Gamble

Good communications lead to better understanding and mutual confidence.

**Free with every brand:
ideas that work.**



Meet Your New Officers



Ray Martyniak
Ray's Prime Meats
President



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



Phil Lauri
Lauri Bros. Super Mkt.
Vice-President, Trade Relations



Louis Vescio
Vescio's Super Markets
Vice-President, Public Relations



Phil Saverino
Phil's Quality Market
Vice President, Programs



Edward Acho
J.A. Super Mkt.
Treasurer

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



Allen Verbrugge
Verbrugge's Super Mkts.
Immediate Past President

and Directors



Edward Deeb
Executive Director



George Bashara, Sr.
Legal Advisor



Lafayette Allen, Jr.
Allen's Super Mkts.



Alex Bell
Village Food Mkt.



Sidney Brent
Kenilworth Super Mkt.



Wilson Boyd
King Cole Super Mkts.



Sam Cosma
Atlas Super Mkt.



Paul Felice
Felice's Quality Mkt.



Louis George
Mayfair Super Mkt.



Michael Giacotti
Auburn-Orchard Super Mkts.



Jack Hamady
Hamady Bros. Food Stores



Don Harrington
Meat-N-Place



Sid Hiller
Shopping Center Mkts.



Donald LaRose
Food Giant Super Mkts.



Gene Matti
Town Square Mkt.



Moyed Najor
Publix Super Mkt.



R. Jerry Przybylski
Jerry's Food Mkts.



Ray Shoulders
Shoulders Mkts.



Leonard Tagliavia
Dan-Dee Super Mkts.



Tom Violante
Holiday Super Mkt.



Jay Welch
Hollywood Super Mkts.



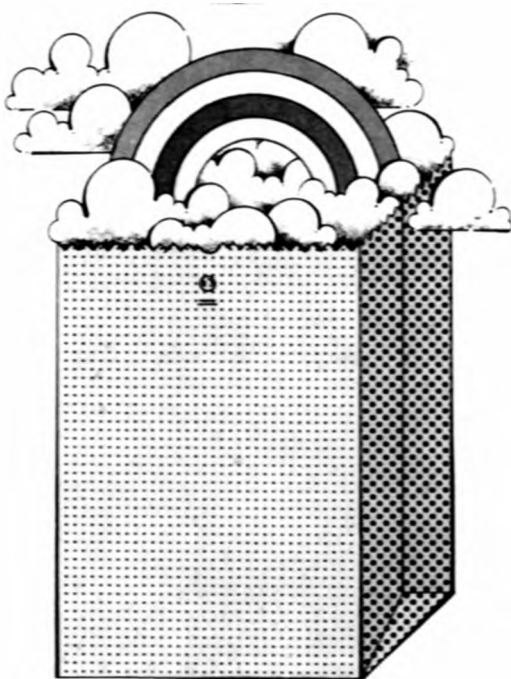
William Welch
Hollywood Super Mkts.



Jerry Yono
Imperial Quality Mkt.

Photos not available: Stan Albus, Stan's Super Mkts.; Geo. Byrd, Byrd House of Meats; Jacob Grant, Farmer Grant's Mkt.; George Jerry, C. Jerry's Super Mkts.; Daniel Knopper, Danny's Super Mkts.; James Peabody, Peabody's Mkt.; Fred Weber, Quik-Pik Food Stores; Gary Wing, Fisher's Mkts.

In 55 years we've never performed a miracle!



We've been given a lot of credit for getting things done, however, and we're proud of our record. Particularly the fact that we get the products properly placed and priced on your shelves.

In any store, there's a great deal of work that has to be done and we've concentrated our efforts on helping — being of service in the stores — with such assistance as product maintenance, rotating stock, giving a hand with shelf resets, out-of-stock reporting, product information, new item distribution . . . and a great deal more.

We do these things with our experienced, dedicated staff of more than 60 professionals and our philosophy of "overservice" that's aimed at performance sales.

Who knows? Some day we may perform a miracle — but in the meantime we believe in working to make things happen.



THE PFEISTER COMPANY

21415 CIVIC CENTER DRIVE • SOUTHFIELD, MICHIGAN 48076
BRANCH OFFICES: Saginaw, Grand Rapids and Toledo.

Emergency Procedures

(Continued from Page 16)

grape on the floor in the produce department is an emergency in the store where personnel are well trained in emergency procedures. The sharp retailer has definite policies and procedures for all types of emergencies. Several types require preventative and or corrective plans.

Emergency is defined as "a sudden and unexpected turn of events calling for immediate action." Policy is defined as a "plan of action, prudence and wisdom." Procedure is defined as "a manner of acting." Clear-cut policies, known to all employees, and definite procedures are vital safeguards to business stability.

The most common food store emergencies are these:

1. Public liability
2. Product liability
3. Armed robbery
4. Fire or natural disaster.
5. Apprehension of shoplifting suspects.
6. Absence of management succession plans.

Policy and procedure for emergency should be known by all employees. Tailor courses of action to individual needs and circumstances. Post a copy of forward action plans next to the time clock, requiring employees to read them, or distribute copies at an internal store meeting. In developing policies and procedures include the helpful hints found below.

Public Liability

This is a situation that could wreck stores; it has others. Public liability insurance protection is essential today, but even with that coverage, handle each situation with great care. The majority of store injuries result from falls. Most don't result in any injury, but a few that do are very serious. (The older the person who falls, the more likely there will be fractures or breaks.)

Good policies for handling potential injury situations include:

1. The store manager should attend any injured person. (A clerk may innocently and unknowingly increase the potential liability by moving an injured person improperly or even saying the wrong thing, like "You aren't the first person to trip over that missing piece of tile. Why I remember just last week . . ." How would that sound in court?)
2. Call an ambulance or first aid crew immediately in apparent injury cases.
3. Don't move the injured. It may compound the injury and liability. Let the professionals do the moving.
4. The injured should be attended by qualified medical people to protect the injured and the store owner. If the injured declines first aid, get a witness to the fact it was suggested the injury be treated.

A small investment in a couple of eye-catching floor signs with "Caution Wet Floor" or appropriate

(Continued on Page 22)

THE ICELESS ICEBOX.

Now here's an easy way to keep your Stroh's nice 'n cold all afternoon long. Our aluminum-insulated Stay Cold Pack.

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

inside will stay that way for hours.

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

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

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



THE STROH BREWERY COMPANY, DETROIT, MICHIGAN 48226

**Eckrich and
The AFD —
Working Together
For Progress.**



We make it better for you.

Emergency Procedures

(Continued from Page 20)

lettering, placed by breakage or utilized during mopping, can eliminate such emergencies. Keep your floors level and clean.

Product Liability

Most manufacturers and distributors carry product liability insurance. To be sure, check with suppliers to ascertain that they require the protection of all their vendors. In the event of an unsafe product that causes personal harm, the store owner probably will be named co-defendant in any suit arising, and the professional defense of the manufacturer and distributor co-defendants could well eliminate the hazard.

Remember, however, that certain types of product liability accrue exclusively to store owners. Barbecued chicken contaminated by an employee who didn't wash his hands, dressed poultry not kept frozen or properly refrigerated as a result of store-level negligence, deli items (those prepared with eggs especially hazardous) not properly handled. An in-store sanitation training program probably is the starting point to prevent problems.

Armed Robbery

All employees must be carefully informed about what to do in this situation. Instructions include:

1. Do not impede or obstruct the robber or robbers in any way.
2. Give them exactly what they want but don't volunteer anything.
3. Carefully observe the robbers in order to provide the authorities with as exact a physical description as possible. This is the area in which they can be the biggest help to the authorities. Note color of eyes and hair, scars, tattoos, rings, watches, height and weight. Then note the kind of weapon used, type and make, if possible.
4. Don't try to be a hero.
5. Without appearing to be in hot pursuit, observe the direction of flight and note model, make, year and license number of any vehicle involved, if possible.

One human life is worth more than any thief could possibly steal. Make sure employees understand this. Use common sense in keeping large amounts of money secure and out of sight, in avoiding a strict routine of going to the bank alone and in using a fireproof safe secured to the floor.

Fire or Natural Disaster

This is the least likely to happen but can put an owner out of business faster than anything else. Insurance is mandatory for most businesses. (The recent earthquake in California are an excellent example of a natural disaster where buildings were completely demolished.)

Most fires are preventable. Good housekeeping habits help most. Restricted backroom smoking

(Continued on Page 24)

Paul Inman Associates
Extends Congratulations
To The Officers, Directors
and Associated Food Dealers.

Five Convenient Branches to Serve You:

Detroit — Grand Rapids
Toledo — Saginaw — Fort Wayne

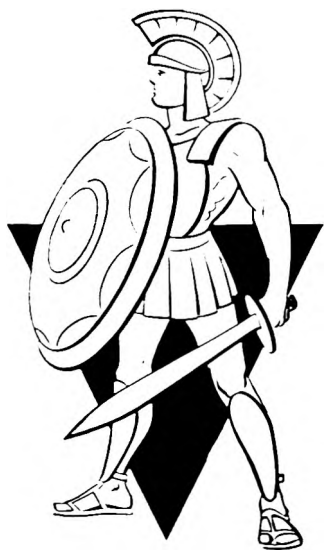
paul inman associates, inc.

30095 NORTHWESTERN HIGHWAY • FRANKLIN, MICH. • 626-8300
P.O. Box 615

FOOD BROKERS

WE BELIEVE
that every independent
food retailer should
have the opportunity
to succeed in
direct proportion
to his efforts.

WE'D LIKE TO HELP!



SPARTAN STORES, INC.
GRAND RAPIDS - PLYMOUTH

"LOWER PRICES THROUGH GROUP PURCHASING"

Emergency Procedures

(Continued from Page 22)

areas (e.g., the lunchroom) are desirable. Fire fighting equipment is vital. Electrical maintenance programs are to be recommended as well. Fire or natural disaster policies should include:

1. Make sure employees know where all fire extinguishers and exits are located. A properly working fire extinguisher may be used to put out a fire before it can spread.
2. If a fire appears uncontrollable, all employees should evacuate the building.
3. Designate one person to call the fire department.
4. Instruct personnel not to park their automobiles close to the building where they would obstruct firefighters.
5. Remove any valuables that can be safely evacuated from the building.
6. Allow no one to re-enter an evacuated building.

If store locale is subject to earthquakes, hurricanes, and tornados, then emergency procedure plans should include reacting to such circumstances. A cooler is a safe place to seek shelter. Next best is under a table or in a corner, where a person is less susceptible to injury from falling objects.

If a fire should wipe out the store sometime, do more than wring your hands about it. Consider empty space in a warehouse or whatever is available in the neighborhood. One operator rented a tent and had it erected on the parking lot. He was back in the dry grocery business, using full cases as shelving, in a matter of hours. It was only temporary but theorized remaining operable was a tremendous help to his employees' spirits and pocket-books. In fact, he staged a huge sale, borrowed refrigerator equipment from suppliers and did more business than ever in an exciting carnival tent atmosphere, becoming the most talked-about "store" in town.

Apprehension of Suspects

Shoplifting is big business. Every one knows that. It occurs to some degree in all stores. Retailers can be held liable in a lawsuit for false arrest, if improper procedures are used in apprehension of suspects. Know the pertinent laws in your state. Most will require that a suspect be allowed to go through the exit door before apprehension is legally safe. Then what?

1. Escort the suspect to the office, if possible. If the suspect refuses, and if there are witnesses to back you up, you may have to proceed on the basis of a description and license number.
2. Make sure another employee is with you constantly when dealing with the suspect, a female employee if the suspect is female.
3. Notify the authorities or (if you prefer not to bring legal charges), try to get a written and signed confession of what was stolen, and

(Continued on Page 26)

Emergency Procedures

(Continued from Page 24)

- threaten to notify authorities if the suspect ever returns to the store.
4. Do not accept money or bargain with the suspect.
 5. Do not handle any of the suspect's personal possessions.
 6. Ask the suspect to place shoplifted articles on a bare table along with a form of identification removed by the suspect from a wallet or purse.

7. Do not handle the identification but jot down the suspect's name, address and telephone number.
8. Do the same for witnesses.
9. Get a good physical description of the suspect fixed in your mind.

Follow procedures carefully. The person who may appear to be a dim-witted vagrant could well show up in court as a bright, sharply-dressed, shrewd disprover of your "mistake."

Management Succession

This one comes last for a very good reason. It is the most easily overlooked potential emergency situation. Plans for this one will alleviate many other emergencies as well.

What is management succession? It is the transfer of management responsibilities, when there is a vacuum at that position, to a successor. This vacuum can be caused by numerous circumstances such as disability, death, or retirement, leaving the present management position vacant. Who should take over the manager's place? What must be done to get that person qualified? If no one is capable of competency in taking over the business, the loss of services may be a short road down hill to financial disaster.

Who takes over when you take that rare day off? Or when you get the flu? Could he take over permanently? If you can't answer positively, it's time to begin a definite management succession program. Tomorrow may be too late. You owe it to your employees, the business and yourself. Even in the interim before management succession takes effect, the capable successor will make your job easier.

THE WAYNE SOAP COMPANY



*Growing Thru Giving
Good Service*

**BUYERS OF BONES
FAT, TALLOW &
RESTAURANT GREASE**

842-6000

DETROIT, MICH 48217

AFD Member

Congratulations to the Members of The Associated Food Dealers!

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

PRINCE MACARONI of MICHIGAN, INC.

26155 GROESBECK HWY



WARREN, MICH. 48089

Phone Bill Viviano or Bob McEvers at 372-9100 or 775-0900

If you think Farmer Peet's meats were hot sellers last year...



take a look at their program this year... the "Help Meats" for 1973!

Combine Michigan's finest quality, best packaged and highest profit line of meats with a sales support program of the type fielded only by the Peet Packing Company and you have a winner that rings the bell loud and clear on your cash register!

The FARMER PEET program for '73 helps direct traffic to your meat department
helps you in making the sale
helps your customer find the quality she seeks
helps you to help yourself to greater sales and profits!

It's the kind of help you've come to expect from this close-to-90-year-old meat processing company the kind you look for as a companion piece to their top-quality line of Hams, Bacons, Franks and Sausage products, all Federally inspected but made fresh daily to standards far better than the Federal government requires!

Small wonder the FARMER PEET line of "People Pleasin' Meats" is known far and wide in the trade as the "Help Meats" for '73!



All Farmer Peet's products are processed under U. S. Government supervision

PEET PACKING COMPANY

PLANTS: • CHESANING • BAY CITY • GRAND RAPIDS

BRANCHES: • CADILLAC • FLINT • GAYLORD • JACKSON • LANSING • YPSILANTI



**ALL MEN
ARE NOT CHEATED
EQUAL**

**\$35.05
98.60
24.95
6.89
229.45
19.65
65.00
4.98
138.60
7.40**

Bad checks, in all denominations, are daily accepted by Banker and Retail Merchant alike. Why? . . . Because they have no positive defense. But, times are changing!

We can show you a simple and safe deterrent to the amateur and a method to positively identify the professional forger. For full particulars — phone 526-9800 or write

Identiseal of Detroit, Inc.
15090 Houston-Whittier
Detroit, Michigan 48205



IDENTISEAL



AFD Bowling League

MEMBERS of the Goh's Inventory bowling team, one of 10 teams which bowls in the AFD Bowling League, posed for The Food Dealer photographer at Bronco Lanes, Warren, recently. The League is this year celebrating its 15th anniversary.

We're owned

by leading Michigan grocers. And give Michigan grocers the best deal on dairy products. Get details. Phone 616-245-2104 for our best deal for you.

GROCER'S DAIRY COMPANY
2555 Buchanan S.W. Grand Rapids, Michigan 49508

In the Detroit-Southeastern Michigan area
The brands that mean business
 are advertised on

WWJ
 RADIO **ONE**

WWJ-TV 4

WWJ-FM
 MUSIC **ONE** 97.1
 STEREO



WWJ AM-FM-TV MEMBER Associated Food Dealers of Michigan

Memo from Faygo

by
MORTON FEIGENSON
President

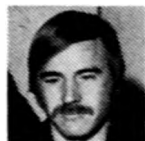


Sam Kinsley, Faygo director of marketing, has compiled a list of "Quotable Quotes," voiced by food chain and wholesaler executives for this column over recent months. They are as follows:



"Distribution costs for store-door pop are 30-35 percent higher than for warehouse pop. Big Bear's Faygo sales have been in concert with growth by our own Gala label. We give Mrs. Consumer a better deal with Faygo and Gala."—Mike Knilians, vice president, Big Bear Markets, Columbus chain.

"No doubt about it. Faygo and our controlled line of Sunglow flavors work exceptionally well together on the shelf. Together, they bring in more than 2 percent of our total grocery sales income."—Ted Hamady, director of grocery sales, Hamady Bros., Flint chain.



"Faygo pricing, wedged as it is between other national brands and private label pop, enables our stores to have a strong blending of product quality and brand name appeal in their beverage departments."—Donald L. Thomas, procurement manager, Michigan division of Allied Supermarkets, Inc.

"Promotion margins on store-door pop shrink to almost nothing. Local bottlers don't give big enough allowances to compensate retailers for the extra costs of handling their products, especially their return bottles. Faygo promotions result in better profit performances."—Joe Hatcher, grocery supervisor, Imperial Foodtown Stores, Dayton chain.



"It's in the \$4,000-a-week and under stores you can see the store-door system eroding. It may not be long until soft drink route trucks, operated by high-paid drivers, won't be able to stop at the corner stores or the larger supermarkets."—R. E. Hilburger, purchasing director, F. C. Tripi, Inc., Buffalo wholesaler.

"We think we will soon be doing a million dollar volume with Faygo. Faygo's been good growth and plus-sales for our stores."—John N. Campbell, Ontario division grocery manager, Dominion Stores Ltd.



"Faygo is making Cleveland 'Red Pop Country!' While our retailers' Faygo sales have climbed substantially, their Seaway label sales also grew more than 25 percent. So, we know that Faygo sales are plus-sales."—Sol R. Borstein, president, Seaway Foods, Bedford Heights (O.) wholesaler.

"We felt we had to help our retailers get competitive on soft drinks. Today they are because with Faygo we can distribute 60-80 cents a case cheaper than local bottlers. We now do a job with Faygo that really sweetens our retailers' sales and profits."—Gerald H. Blumeneau, vice president, Bay City Milling Co., Bay City (Mich.) wholesaler.



Finally, perhaps, Frank Emmi, executive vice president of O'Connor-Mosher and Co., Inc., Syracuse wholesaler, summed everything up last month when he said: "Competitively, the store-door method of pop delivery is ready for burial. A post mortem won't be necessary to determine the cause of death."



THIS LARGE PHOTO of Al Kaline, star outfielder for the Detroit Tigers, brought in an extra \$1,000 to the March of Dimes in its fight against birth defects at the 3rd annual Motor City Sports Award Dinner held recently. City sales manager for Stroh Brewery Co., Norman Swanson, second from left, outbid several other bidders for the photo. Pictured, from left, Joseph Nee, national president of MOD; Swanson; Maxwell Gorman of MOD; and Kaline, far right.

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

1923 Frederick • Detroit

571-2500

"First We Render Service"

AFD MEMBER



Free Press families are growing. And the grocery business is growing right along with them. Since 1965, the Free Press has added more than 89,000 new households to its daily circulation, while the News lost more than 30,000 in daily circulation during the same period.

The numbers are important. But, even more important is what those numbers represent. And, according to the 1972 Simmons Local Index of the Detroit ADI, the Free Press now gives you the best coverage of families who spend \$31 to \$40 a week on food in Detroit. As you know, that's the largest single food-buying category measured by Simmons.

Furthermore, Simmons shows that adult female daily Free Press readers out-buy female adult daily News readers in over 56% of the food categories measured. For example, they bought coffee at a rate 38% greater; hot cereal at a rate 59% greater; orange juice at a rate 65% greater; and margarine at a rate 52% greater than adult female readers of the daily News.

Think about it. More of the customers you want are reading the Detroit Free Press every morning. Shouldn't your advertising message be with us?

DETROIT FREE PRESS

WE'RE TAKING OVER

WHAT ARE FREE PRESS FAMILIES DOING TO DETROIT'S GROCERY BUSINESS?

PRODUCE DEPT.

The Basic Principles of Produce Movement

The movement of produce commodities from the retail display to the consumer table is the "heart and soul" of the fresh fruit and vegetable industry. Only through movement of produce can dollar sales and profits be realized.

Many methods of displaying produce and success stories about them have been known for years. Many of these Methods were and still are successful, but may be somewhat like that dress which was in fashion last year but does not attract a bit of attention this year. Perhaps those of us who are in the business of selling fresh fruits and vegetables need to do some style changing to maintain our position in these rapidly changing 70's.

What are the basic principles of presentation that the consumer requires, no matter what fashion itself brings? Research, practical experience, and observation indicate that the following basic principles of display are important:

- a. freshness
- b. quality
- c. variety
- d. convenience
- e. good value
- f. ample selection
- g. cleanliness

If these basic principles operated to the fullest extent in all retail produce departments, there would be more satisfied customers even if the poorest equipment and facilities were used. Unless all of these basic principles are functioning at peak level, STOP! Do not proceed with further display efforts. Anything else that might be done to improve presentation or products to consumer will not bring improved results unless the basic principles are in effect.

Factors in building sales

Everyone knows what well-planned promotions can do with novelty ideas, good point-of-sales pieces, competitive prices and an abundance of products for the consumers' choice. A number of commodity promotion and shipper organizations are well equipped to furnish display advertising materials, recipes, display ideas, and in some instances, on-the-spot assistance in executing the promotion. United's field men are regularly amazed at the number of retail distributors who do not take advantage of this fine service offered by many such groups. Such service can add much to the sales and profits of a produce operation. Do not overlook these golden opportunities to gain sales as well as more satisfied customers.

Some retail produce departments are gaining extra

(Continued on Page 38)

We know what it's like to be appreciated!

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

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

We salute and thank you for making us your milkman!

United Dairies, Inc.



**IF YOU THINK WE'RE
JUST A MIXER COMPANY!**



**YOU'RE RIGHT..
TRY MIXING OUR
17**

*** FLAVORS WITH THE
KIDS AND WATCH YOUR...
PROFITS GROW**



CANADA DRY BOTTLING COMPANY OF DETROIT, INC.

15004 3RD AVENUE

HIGHLAND PARK, MICHIGAN 48203

Place Orders Call TO 8-5007 Area Code 313



New NCR Register Ready

National Cash Register Co., an AFD member, introduced a free-standing electronic cash register for food store and general checkout use.

The new Series 250 register has such computer-like functions as the ability to be programmed to adapt to sales patterns and reporting needs of almost any checkout operation, the company said.

Also, up to eight electronic

registers may be connected to a single master register for consolidated reporting, NCR said. When the master unit is switched to its reporting function, the satellite registers are automatically polled.

Previously, such capabilities were available only through electronic point-of-sale devices hooked to a central computer, NCR said.

The new register is priced at \$4,195, NCR said. Deliveries will

begin in 1973's third quarter.

"Retailers, particularly in the food industry, are constantly seeking additional operational information," NCR said. "With the NCR 250, this becomes possible since this register offers up to 100 totals plus the ability to report those totals at any time."

The new register makes possible a summary report of the day's business within minutes after the store closes, NCR said. It keeps track of such things as food stamps, checks, bottle refunds, vendor coupons and merchandise returns, the company added.

CONGRATULATIONS
to the **Associated Food Dealers**
on your **57th birthday ...**
from the **"Big M"**



McMAHON & McDONALD, INC.

• LEADING MERCHANDISING SPECIALISTS with complete retail, wholesale, institutional and chain coverage •

(Main Office)

DETROIT: 23943 Industrial Park Dr., Farmington, Mich. 48024/Phone: (313) 477-7182

TOLEDO: 1727 Sylvania Avenue 43613/Phone: (419) 479-0791

GRAND RAPIDS: 4437 Eastern Avenue, S.E. 49508/Phone: (616) 534-9695

SAGINAW: 1840 North Michigan 48062/Phone: (517) 755-3438

Oakland Press Cooking School, April 23 - 26

The 14th annual Oakland Press Cooking School will be held this year April 23-26 at Rochester High School in Rochester. Some 800 homemakers are expected to participate in various seminars and talks relating to food preparation, cooking, and experimentation with new food recipes.

**Mr. Grocer ...
Good Cooks Use**

CLABBER GIRL



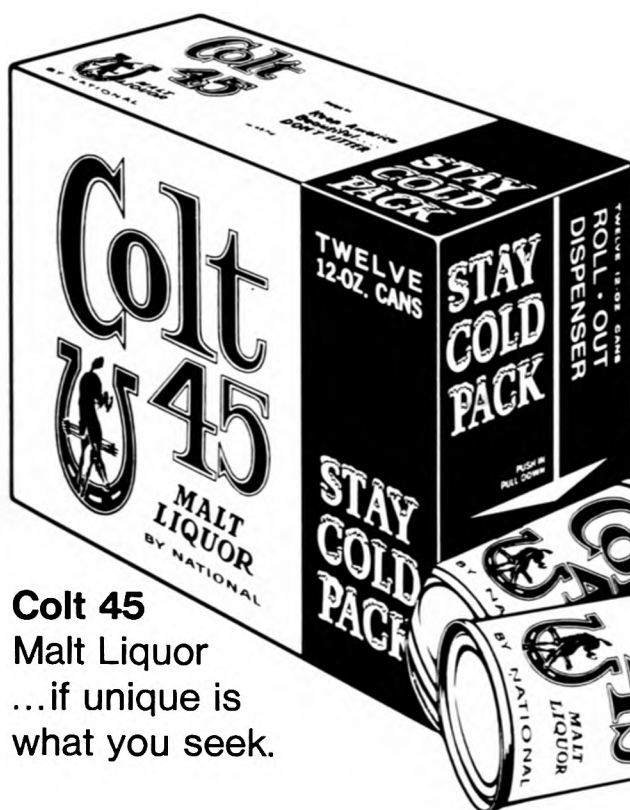
THEY BUY MORE
GROCERIES. THEY
BUY CLABBER GIRL
TO MAKE THEIR
BAKING BETTER...



...Exclusively
known as the
baking powder
with the
Balanced
Double Action!

GOLD FACTS

Twelve Pack Cold Packs



Colt 45
Malt Liquor
...if unique is
what you seek.

- Easy-to-carry
- Easy-to-open
- Keeps cooler, longer
- Aluminum foil carton



Altes...
the Golden
Lager Beer
with the
Fassbier taste.

IN APPRECIATION:

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

Cocktail Hour:

Pepsi-Cola Company

Cocktail Hour Snacks:

Frito-Lay, Inc.
Ira Wilson & Sons Dairy

Banquet Sponsors:

Borden Company
Darling & Company
Detroit Rendering Company
Wayne Soap Company
Detroit Coca-Cola Bottling Co.
Peter Eckrich & Sons
Farm Crest Bakeries
Paul Inman Associates
Kar-Nut Products Company
Kraft Foods
Pepsi-Cola Company
Ralston Purina Company
Spartan Stores, Inc.
Squirt-Detroit Bottling Co.
Stroh Brewery Company
Ward Foods
Ira Wilson & Sons Dairy
Abner A. Wolf, Inc.

Dinner Wines:

Cask Wines, produced
by Michigan Wineries, Inc.

Entertainment Sponsors:

Faygo Beverages, Inc.
Frito-Lay, Inc.
Grocers Baking Company
Grocers Dairy Company
Grosse Pointe Quality Foods
United Dairies, Inc.
Velvet Food Products

Signs and Banners:

Robert Bowlus Sign Co.

AFD 57th Anniversary

Tuesday, February 20,



For your entertainment
EDDIE KRUPA and HIS ALL GIRL STRINGS



Food Trade Dinner

at Raleigh House, Southfield

THE PROGRAM:

Invocation – Rev. Ray Shoulders; Edward Deeb, AFD Executive Director;
Lou Brown, President, DAGMR; Ray Martyniak, AFD President;
Harvey L. Weisberg, AFD Chairman.

Installation – Judge George Bashara, Jr. Dancing to Warney Ruhl's Orchestra.



For your dancing pleasure
WARNEY RUHL and HIS ORCHESTRA

The Produce Dept.

(Continued from Page 32)

sales with a recipe board located at the entrance to the produce department. They especially stress the recipe of the week, highlighted and placed in a prominent position on the board. Other recipes are placed around the featured recipe of the week. Surveys confirm that a majority of housewives now shopping the grocery store are under 27 years of age, and there is a tremendous opportunity in helping them learn how to use some of lesser known fresh fruit and vegetable items, and at the same time, increase sales per customer. Increasing sales only 5¢ per customer frequently provides an increase of 10 percent in sales.

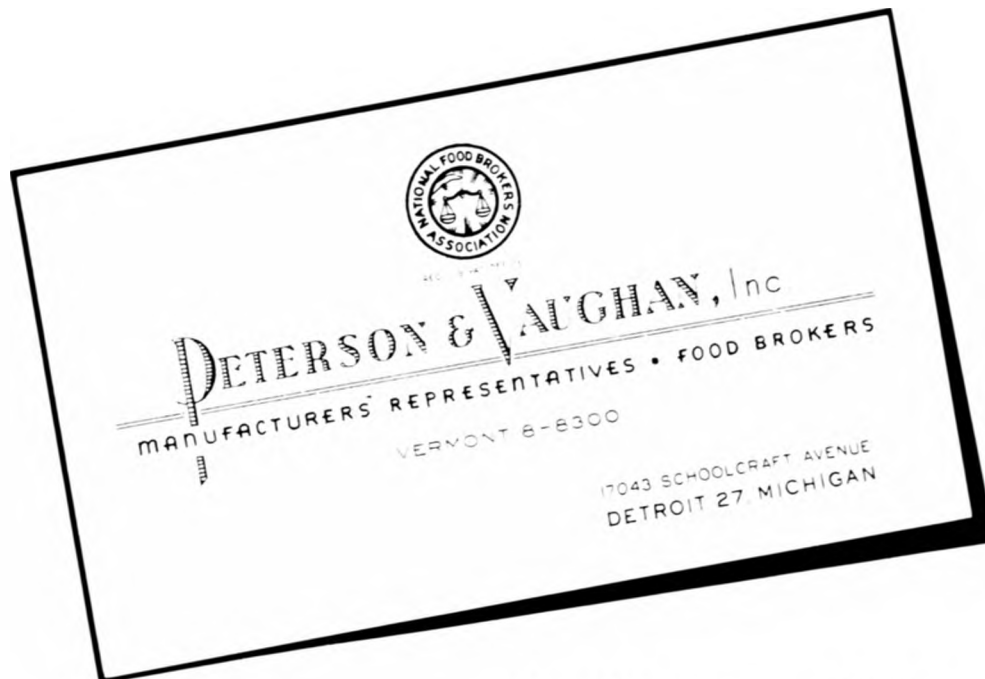
More variety needed

The need for greater variety of product on display continues in stores. At the same time, stores have gross profit goals they must reach. To carry some of

the more perishable items some retailers anticipate a large loss factor and accordingly mark them up very high—45, 50 or 60%—attempting to overcome the anticipated loss.

The product does not move so the conclusion is that most of the customers do not want it. How much is lost? Let's take a look at an approach to this problem by a group of stores in Nova Scotia, Canada—a good example in this instance because of distance from many markets and growing areas. The head of produce operations for a large voluntary group, distributor carried out the experiment. He reported:

"Our big weakness with our produce departments in the past has been the lack of a full variety. These items together account for only about 5% of our entire produce sales, but account for up to 50% of our loss. Trying to get 30-40% margin on these has been a fallacy. We end up marking down or throwing out at the end of the week. The result has been slow sales, heavy loss, along with aged produce.



In Eastern Michigan



MIDWEST REFRIGERATION...your one stop source



• *for commercial refrigeration*
• *sales cases • shelving • checkouts*



Installation of TYLER Equipment By —

MIDWEST REFRIGERATION CO.

OUR CUSTOMERS ARE OUR BEST SALEMEN!

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

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

460 HILTON RD. • FERNDAL, MICH. 48220 • Phone (313) JO 6-6341

If you think American city is a morning ask the Jolly Green Giant

YOU: Well, Green Giant, what's new in Detroit besides "ho-ho-ho"?

GIANT: Please, call me Jolly.

YOU: Okay, Jolly, is Detroit a morning or evening newspaper town?

GIANT: Well, we in The Valley place our advertising in Detroit's evening paper, The News.

YOU: But what do you have to say about the supposed trend toward morning newspapers?

GIANT: Ho-hum. In Detroit, The News is the largest paper and I sort of have an affinity for things that are large.

YOU: No offense, big fella, but isn't there more to it than sheer size?

GIANT: I defer to a giant in the field of research.

SIMMONS:** The Simmons Local Index shows that in the A.D.I. (the 10-county Area of Dominant Influence), of those who read a major Detroit paper daily, 72% read The News. In fact, one average daily issue of The News reaches more different people than you can accumulate with five average issues of the morning paper.

Largest evening newspaper circulation in America. Represented nationally by Sawyer-Ferguson-Walker, Inc.

**Jolly Green Giant® and the Green Giant Figure are trademarks of the Green Giant Company and used with their permission.

A giant green beanstalk, resembling a giant pea, grows from a field. The beanstalk is massive, with its trunk filling much of the frame. At the base, a small white tractor and a person are visible, emphasizing the scale. The background shows a field with rows of crops and a distant treeline under a blue sky with some clouds.

very major ng newspaper town, iant about Detroit.

NT: Not to mention the fact you can spend nearly five as much using the morning er and still reach fewer people sed on a 1000-line ad at pub- ed rates).

J: Okay, okay. But if I'm not mis- n, you sell a lot of corn and peas carrots to the quality food audience. v do you get to them?

IMONS: The News reaches 35% more he adults with \$15,000 household omes than does its competitor. 74% more Sunday.

J: Now hold on. Somebody must read morning paper

SIMMONS: Well, yes. And of those people, 4 out of 10 also read The News.

YOU: And that's why the Jolly Green Giant plants his ads in The News?

GIANT: As ye sow, so shall ye reap.

The Detroit News
it pulls

Bread is a dull subject. Let's talk about money.



The profit you make from one loaf of bread to another varies dramatically.

So, the more bread you can stock in the same amount of shelf space the more profit it can produce. Three loaves of Koeplinger's famous breads take less shelf space than most other brands. And that means a 50% increase in profit from the same amount of your valuable shelf space.

But it's not the bread on your shelves that adds dollars to profits. It's the bread at the check-out counter. And that's where you see more Koeplinger's.

Today's consumers appreciate the flavor, texture and quality of natural Health Bread, Black Russian, Early American White, new Bohemian Style. And all the other famous Koeplinger varieties.

Consumer demand for Koeplinger's famous breads is strong. And we're going to keep it that way. Because we're continuing to back Koeplinger's with an aggressive consumer advertising program.

More profit per unit of shelf space. A product line that's in tune with the times. And strong consumer demand.

That's money. No matter how you slice it.

Koeplinger's

15200 West 8 Mile Road, Oak Park, Michigan, Phone (313) 564-5737

Raymond Martyniak New AFD President

Raymond Martyniak, owner of Ray's Prime Meat Markets, Trenton, has been elected president of the Associated Food Dealers (AFD).

The food association today represents over 2,300 members in Michigan, including independent grocers, local food chains, wholesalers, processors, manufacturers, brokers, specialty food, stores, and related companies. The AFD is one of the largest state food distribution association in the nation, if not the largest.

Martyniak succeeds Allen Verbrugge of Verbrugge's Market, Grosse Pointe.

Phil Lauri, president of Lauri Bros. Super Market, Detroit, was elected vice-president of trade relations.

Louis Vescio, executive vice-president of Vescio Super Markets, a 38-store Saginaw-based chain, was elected vice-president of publications and public relations.

Phil Saverino, of Phil's Quality Market, Detroit, was elected vice-president of programs, after having served six years as an AFD director.

Edward Acho of J-A Super Market, was re-elected treasurer, while Edward Deeb, was re-elected secretary of the food dealers association.

The association also elected four new directors for 1973. They are:

Stanley Albus, head of Stan's Super Markets.

George Byrd, president of the Byrd House of Meats.

Fred Weber, of Quik-Pik Food Stores, a 40-store convenience store chain.

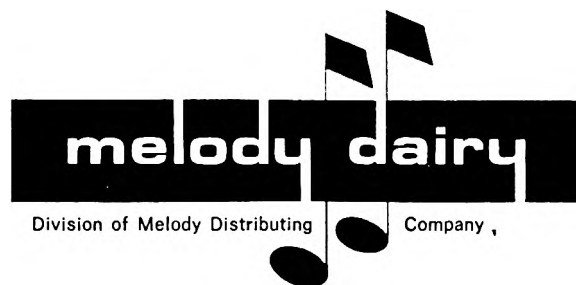
Gary Wing, of Fisher's Markets.

The officers and directors will be formally installed at the AFD's 57th Annual Food Trade Dinner, to be held Feb. 20, at the Raleigh House, Southfield.

The big trade event is the highlight of the association's 8th annual "Grocers Week in Michigan" celebration, being held Feb. 18-24. The week-long promotion is sponsored by the AFD in behalf of the state's 8,000 food merchants.

Featured speaker at the association's trade dinner will be Harvey L. Weisberg, of Chatham Super Markets, a past-president and chairman of the AFD, who presently serves as a director.

Installing the new officers and directors will be Judge George N. Bashara, Jr., newly appointed to fill the vacancy in the Michigan Court of Appeals by Gov. William Milliken.



Distributors of

Wilson's Milk and Ice Cream

Sealtest Ice Cream

Howard Johnson's Ice Cream

Melody Dairy Company

25820 Southfield Road • Southfield, Michigan 48075 • Telephone: (313) 557-3800

**The Ultimate in Panty Hose . . .
Says Edward Jonna**



Medallion Marketing Services

25820 Southfield Road • Southfield, Mich. 48075
Telephone: (313) 557-4280

Sales Agents for Fruit of the Loom Panty Hose



MELODY FOODS

Distributors of
NEW ERA POTATO CHIPS

Phone (313) 557-3800

\$94 Billion Food Market Projected For 1973

Food store sales in 1973 are expected to advance about 6 per cent to \$94 billion, while manufacturers' shipments for the first time will nudge the \$100 billion mark.

The forecasts are included in the latest annual edition of the "U.S. Industrial Outlook," published today by the Commerce Department.

Food store sales rose 7 per cent in 1972 to an estimated \$88,770,000,000, against \$82,793,000,000 in 1971. By 1980, the Government projects such sales to \$135,600,000,000, reflecting a compound annual growth rate of 5.4 per cent.

The Government assessment noted that despite rising food store sales, profit margins are narrowing because of mounting wholesale food costs and the spread of retail price discounting. It cited recent industry study indicating that after-tax profits of the chain food store sector declined from 1.31 per cent to 0.82 per cent of sales in the last six years.

Sales Building

To build sales, markets are expected to continue the trend of extended store hours. Most supermarkets, the outlook noted, are open 80 hours a

week and more than half are open on Sundays.

The Industrial Outlook estimates manufacturers' shipments of food products in 1973 will total about \$99,791,000,000 for a gain of 6 per cent over 1972's \$94,303,000,000. Population growth and higher prices will account for the gain.

Per capita food consumption is expected to remain at the 1972 level of about 1,560 lbs. Shipments of food and kindred products are seen topping \$145 billion in 1980, with an annual growth averaging 5.5 per cent. The emphasis in the period, said Government analysts, will stay on nutrition value of food, including convenience foods.

A capsule rundown on the prospects for some food industry divisions shapes up as follows:

— Meat & Poultry Products: Shipment will reach about \$30 billion in 1973, compared with an estimated \$26.7 billion in 1972. Growth remains at the 6 per cent rate of 1972 and 1971. By 1980 meat and poultry shipments will approximate \$4 billion.

— Canned and Frozen: The value of production of
(Continued on Page 62)

TO ALL OUR FRIENDS AND CUSTOMERS LEONE and SON WINE COMPANY

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

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

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

Please contact me at:

Name _____

Address _____

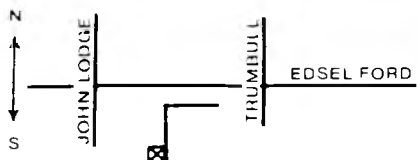
City _____ Zip _____

Phone _____

OR

5805 LINCOLN
DETROIT, MICH. 48208

ONE CALL DOES IT ALL
871-5200



Quality Ice Cream and Dairy Products

Your Customers Deserve the Best



**Wilson Dairy Foods
5255 Tillman • Detroit, Mich. 48208
(313)-895-6000**

STATEWIDE DISTRIBUTION

United Dairies Acquires Twin Pines

President of United Dairies George Kayes has engineered what will probably be the biggest dairy merger of the year in the Detroit area. United Dairies has acquired Twin Pines Farm Dairy. The merger was completed January 19. In addition, Attorney Kayes said, "We have an option on the Sealtest plant and in all probability will acquire it."

United plans to move both plants to the Sealtest Greenfield location creating what Kayes described as "the largest dairy under one roof in the midwest."

United Dairies also operates a frozen food plant in Detroit where it processes ice cream and distributes Frosty Acres frozen foods. There are no plans to move this plant.

In recent years, United has taken over the Porritt Dairy at Clarkston and an interest in Miller Road Dairy at Flint.

George Kayes, a lawyer by pro-

fession, has been connected with the dairy business for most of his life. He grew up in New Glarus, Wisconsin, and worked in a cheese plant while attending high school. He is a graduate of the Law School at the University of Wisconsin.

He began practicing law in Michigan in 1929 by representing dairy farmers. The firm he was associated with had as clients Michigan Milk Producers Association. Nathan B. Hull was MMPA's president (their first) and B. F. Beach, manager.

"And in that connection," said Kayes, "when times got a little tough, I was operating, liquidating and selling dairies all over the State of Michigan."

Later he began representing dairies and at one time represented as many as 15 dairies at a time.

"From representing dairies I became an acquirer — and acquired one — Jersey Creamery. In 1960 I merged Jersey with United. Prior



George Kayes

to that time, Jersey had acquired Rcsebud, Proctor-Liberty and various others. So from 1960, I have associated actively in United, and for the past couple of years I've been running it."

"I saw the problems Twin Pines was having," he said, "and decided that their problems might work out to lessen my problems. So, I started a move for the acquisition of Twin Pines and the merger of it with United."

*Schafer puts the Flavor
back in Bread!*



Schafer's

Brought to you in Michigan by

SCHAFER BAKERIES, INC.



Craftsmanship and Showmanship from Hill . . .
The First Name in Refrigerated Product Displays



Store Decor and Design . . . Plus Hill
Refrigerated Equipment Our Specialty

MULTI REFRIGERATION, INC.

*FOR NO OBLIGATION STORE DESIGN — CALL BILL EVERETT
SALES — SERVICE — INSTALLATION*

2538 CROOKS RD. • ROYAL OAK, MICH. 48093 • Phone (313) 585-4700

RETAILERS WHY FUSS?

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

COUPONS MEAN CASH!

WE EMPLOY THE HANDICAPPED

Drop Them Off or Mail To:

Associated Food Dealers

434 W. Eight Mile Rd.

Detroit, Mich. 48220

MSU Judges High

Michigan State University's student Meat Evaluation Team placed 6th in the 1972 Chicago International Meat Evaluation Contest held in Madison, Wis.

Competing against 19 college teams at Madison's Oscar Mayer plant were Ann Hritzak, junior, Tipton; Barb Vincent, junior, Detroit; John Anstead, senior, Lincoln, and Peter Sweeney, junior, Armada.

Robert A. Merkel, MSU professor of animal husbandry, supervised the team.

Coached by Jerry Lipsey, graduate assistant in animal husbandry, the team placed 7th in beef judging, 8th in beef grading, 9th in both pork and lamb judging.

Teams were judged for accuracy in grading beef according to USDA beef grade standards. Contestants also graded yield, estimating percent of lean on a meat carcass.

Electronics Are Here!

- Automatic Tax Calculation
- 30 Department Totals
- 7 Transaction Control Totals
- 5 Additional Control Totals
- Change Computation
- Taxable Group Total
- Gross Group Total
- Quantity Extension
- Automatic Recall Repeat
- Credits & Refunds
- Net Sales Total
- Net Cash Total
- Paid Out Total
- Rec'd on Acct.
- Tax Exempt Sales
- Cash Loans & Pick Up Totals
- *Printed* Transaction Counters
- Automatic Read-out of Totals



CALL FOR A PERSONAL DEMONSTRATION

The National Cash Register Co.

2875 W. Grand Blvd.

Detroit, Mich. 48202 Phone: 871-2000





GROWING PAINS? **Take one DETROIT BANK-er** **for fast relief.**

It may be one of the few pleasant pains you'll ever get!
Orders are coming in faster than you can fill them and you need some
additional working capital. In a hurry.

For fast, *fast* relief, just take one DETROIT BANK-er.
Your Detroit Bank & Trust Commercial Loan specialist goes right to work
for you. He has money-saving tips, and plenty of common-sense advice
to give. Chances are, he'll prescribe some cash to end that
stuffed-up feeling. And you'll feel like a new man in no time!
Just stop in at any office of Detroit Bank & Trust. Or call
for an appointment. The number's 222-3916.
We even make house calls.

you ought to know a DETROIT BANK-er



**DETROIT
BANK
& TRUST**

Federal Feeding Programs Expanding Rapidly

The federal government is feeding and helping to feed more people and more families than ever before in history. Substantial amounts of public funds with large increases in appropriations are being devoted to food assistance programs.

Family Programs

The Food Stamp Program has grown from a pilot operation in 1963, assisting 367,000 persons in 43 areas at an annual cost of \$28.8 million, to a vast operation now serving more than 11.8 million persons in 2,100 counties costing approximately \$2 billion.

Since 1961, the number of people receiving assistance in family programs operated by the U.S. Department of Agriculture has increased from 6.5 million to more than 15 million. Over 3.3 million persons now receive donated foods through the Food Distribution Program.

Years of Growth

Following are the figures on the number of people (in millions) assisted by federal family feeding programs since 1961.

1961—6.5	1967— 5.5
1962—8.1	1968— 6.6
1963—7.5	1969— 7.1
1964—6.6	1970—11.3
1965—6.7	1971—14.5
1966—6.4	1972—15.2

The fastest growth has occurred since 1970. In the last three years, the number of people assisted by family feeding programs has doubled. The amount of food distributed per person per month now averages 28 pounds. The monthly retail value per person is around \$14.

Appropriations Increased

In the Food Stamp Program, the value of bonus stamps given to participants now exceeds \$159 million per month. Appropriations for the year ended last June for Food Stamps was \$2.289 billion; 2.340 billion was requested for this year. This amount represents a ten-fold increase from the \$250 million spent in 1969.

Summary

Participation in USDA food programs has reached record high levels.

- Over 15 million persons are being assisted in family food assistance programs.
- 11.8 million persons now participate in the Food Stamp Program.
- Another 3.5 million persons receive donated foods through the Food Distribution Program.
- Over 25 million children are assisted by the National School Lunch Program.
- Over 8 million children receive free or reduced-price lunches.



THE NATURAL BREAD!

TIP TOP DIVISION OF WARD FOODS, INC.

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

How to win friends and influence people.

(Give S&H Green Stamps)

Thousands of merchants like you are doing it.

And finding it very, very profitable.

Women know the S&H sign means extra value — not only because they get S&H Green Stamps, but because they can expect good merchandise and good service. If you'd like to find out about joining the S&H family of merchants, and what it can do for you, just write:



Mr. Ronald Lynne, Dist. Mgr.
The Sperry and Hutchinson Co.
19675 W. 10 Mile Rd. — Ste. 309
Southfield, Michigan 48075
(313/353-4500)



***Best Wishes For
Continued Success
To The AFD—***
FRITO-LAY, INC.

1000 Enterprise Drive

Allen Park, 48101

Phone 271-3000

**Best Wishes
to the
Associated Food Dealers**



MARKS & GOERGENS, Inc.

20245 West Twelve Mile Road
Southfield, Mich. 48076
Phone 354-1600



Al Wyffels

**Here is the
Hookeye Team
Ready To Service
Your Needs**



John Hajdas

**Hook-Eye Means Quality Service
on**

**POWER SAW BLADES • POWER SAW REPAIRS
CHOPPER PLATES • KNIVES • RENTAL CUTLERY**

ATLANTIC SERVICE COMPANY

**Detroit • Call Collect Area 313 965-1295
THROUGHOUT MICHIGAN**

—WE APPRECIATE YOUR BUSINESS—

**OF ALL THE SAWS YOU EVER SAW YOU NEVER SAW A SAW SAW
LIKE AN ATLANTIC SAW SAWS! (That Goes For Blades Too)**

Some Facts About Food Prices in 1973

Retail food prices have been moving up and many people -- the worker, the housewife, the businessman and the Government -- are asking why. Here are some answers:

The major reason retail food prices are moving up is that wholesale and farm-level prices have been moving up. Here are some examples:

SELECTED WHOLESALE FOOD PRICES
COMPARED TO A YEAR AGO

Commodity	Per unit	Jan. 22, 1973	Jan. 22, 1972	Percent Change
Flour	cwt.	\$ 8.80	\$ 6.65	+32.3
Coffee (Santos)	lb.	.575	.440	+50.7
Sugar refined	lb.	.1315	.1300	+ 1.2
Butter 92 score	lb.	.687	.687	-
Eggs large white	doz.	.535	.305	+75.4
Broilers	lb.	.335	.290	+15.5
Pork Bellies	lb.	.500	.365	+37.0
Hogs	cwt.	34.00	26.70	+27.3
Beef Choice	cwt.	41.60	36.00	+15.6
Wheat	bu.	2.5925	1.5613	+66.0

Farmers' costs have also risen dramatically. Depending on the product, from 65 percent to 80 percent of a meat producer's costs are represented by the price of feed. The most important of the feeds is corn. On January 22, 1972, the price of number two yellow corn in Chicago was \$1.22 a bushel. On

January 22 of this year the price was \$1.57 a bushel, an increase of 28.6 percent. Another key ingredient in the meat supply is soybean meal. On January 22, 1972, the price of soybean meal was \$85 per ton. On January 22 of this year the price was \$195 per ton. As recently as December 19 of last year, the U.S. Department of Agriculture reported that its index of the cost of all feed ingredients stood at 206.6 percent of the 1967 average, up from 107.2 percent in just one year.

The basic reason for all these increases: Strong world demand in the face of relatively short supplies. One obvious case in point can be seen in soaring wheat and corn prices. Poor weather in Russia, China and India caused all three countries to buy enormous quantities of grain from the U.S. and other exporting nations, forcing prices up. Domestically, an unusually wet winter in 1972 and the 1970 corn blight have also played important roles.

Another case in point -- more obvious to the U.S. consumer -- relates to supermarket beef prices. Americans have long since demonstrated their love for beef and their willingness to increase their beef consumption even in the face of increasing prices. Despite relatively high beef prices in 1972, for

(Continued on Page 54)

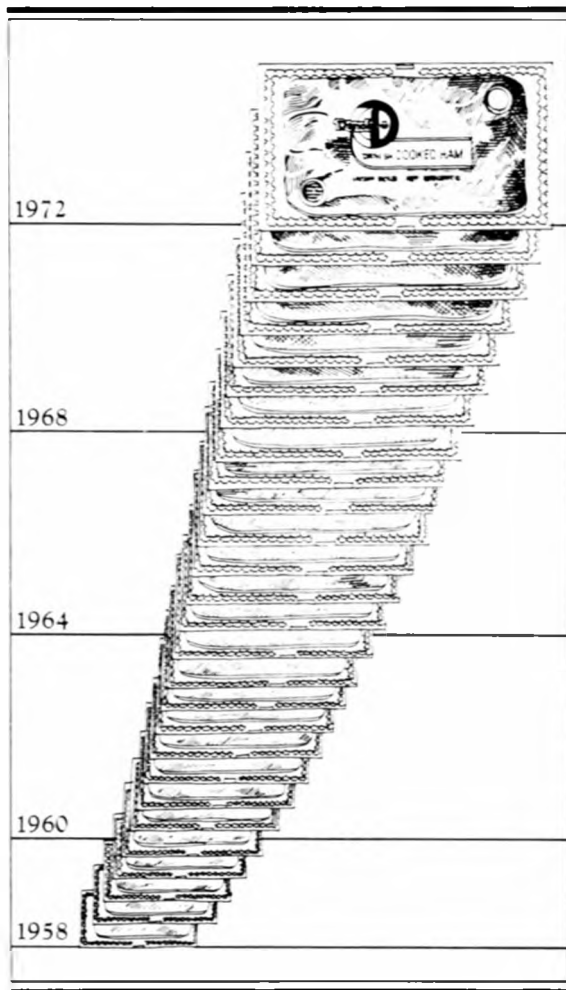
United States Cold Storage

Cold and Dry Storage Warehousing

1448 Wabash Avenue — Detroit, Mich.
21700 Trolley Industrial Drive — Taylor, Mich.

Phone (313) 962-4730

Case History of a Super Star: Danola



We started with Danola Danish Sliced Cooked Ham. A whole different breed. Definitely leaner. Better tasting, better selling. Ask them in Los Angeles. Dallas. Or Houston. In San Francisco or Denver.

And now there's a lot more to Danola than Danish Cooked Ham. Quality meats that reflect our European tradition. All Beef Bologna and Cooked Salami. Fine-textured Pastrami. Italian-style salami products with just the right accent. And more.

We can build a strong case for Danola's super sales appeal. In terms of display space, turnover and profit. And we're ready to talk anytime you are.

Danola

Danfoods Corporation
6850 E. Washington Blvd., Los Angeles, Calif. 90040
Phone (213) 685-8020

Food Price Facts

(Continued from Page 53)

example, U.S. per capita consumption of beef increased 2.2 pounds, from 113.3 pounds in 1971 to 115.5 pounds in 1972. Estimates are that production in 1973 will add another 2.5 pounds per capita to the supply, but the experts say this is not nearly enough extra to return retail prices to what most shoppers consider normal. The most frequent estimate we have heard is that we would need about 10 more pounds per capita this year to see a return to 1971 retail beef price levels. To put things in perspective, 10 years ago per capita consumption of beef was 88.8 pounds -- less than half that of 1972.

On the other hand, the experts also tell us we will need one-third more beef by 1980 just to stay where we are in terms of retail prices and this kind of an increase cannot come from today's breeding herd. This means ranchers must be paid a high enough price for their cattle to encourage them to increase the breeding herd in order to raise more beef. If this price is not paid -- and paid eventually by consumers -- they will not increase their herds and the price situation will get even worse. A recent report of advisors to the U.S. Department of Agriculture reported that live cattle prices averaging \$30.00 per cwt. would result in a breeding herd of about the same size we have today, and that prices averaging \$35.00 per cwt. would induce the necessary increase.

The price of beef is influenced by things other than its supply and production costs -- the supply of other meat products also plays an important part because all meats compete to a certain extent with each other. One major problem today -- as it was last year -- is that both beef and pork are in relatively short supply and now poultry supplies are also off because of producers' efforts to reduce the demand for increasingly expensive feed. In 1971, the total meat supply per capita was 192 pounds. This sunk to 188 pounds last year and the predictions are it will merely return to the 1971 level in 1973, rather than increasing to meet additional demand.

Demand for any specific food item is difficult to quantify, but the fact is that beef is considered by most people to be a particularly desirable item and as income rises they are more likely to spend additional money for beef than for any other food item. In 1972, "real" -- adjusted for price and tax increases -- weekly pay increased by 3.4 percent. This meant more discretionary dollars in the pockets of American workers to upgrade diets.

At the same time, despite the concern about relatively high unemployment rates, 2.5 million more Americans had jobs in 1972 than were working in 1971. And, finally, funding for the government's Food Stamp Program has risen (on an annual rate) from \$500 million five years ago to 3.5 billion in 1972. Since these stamps may only be used to purchase domestically produced food items, the impact in terms of increased demand at the meat

(Continued on Page 70)

Congratulations
the Officers and Directors
— of —
ASSOCIATED FOOD DEALERS

GUZZARDO
Wholesale
Meats, Inc.

Sausage — Distr. Peschke Products

Phone FA 1-1703-4-5

2828 Riopelle • Detroit, Mich. 48207

Let Us Service All
Your Sign and Display Needs!



SUPERMARKET WINDOW SIGNS
SILK SCREEN PRINTING • POSTERS
TRUCK & INDUSTRIAL DECALS
SALES TRAINING CHARTS and
PLASTIC LETTERS and SIGNS

write or call

BOWLUS SIGNS & DISPLAYS

17905 Chrysler Freeway • Detroit 48203

Phone: CR 8-6288

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

Compliments of

THE RALEIGH HOUSE

25300 Telegraph Road

• Southfield, Mich. 48075

Phone (313) 353-1100



KEENE

CORPORATION

FOOD SERVICES DIVISION

*CONTINUED SUCCESS
TO THE ASSOCIATED FOOD DEALERS*

Band Saw Blades & Grinder Plate & Knife Service
Sharp, Long Lasting, Fast Cutting, Precision
Engineered to meet every need.

USDA Approved Products—Stainless Steel, Chrome,
and Zinc Tables, Plastic Cutting Tops, Decorative
Parslee Dividers and Produce Cushion,
Harvey's Meat Seasonings, Butcher Supplies.

In-Store Sanitation Program—USDA Approved Pro-
ducts, Meets Sanitation Regulations, Cuts Re-
wraps by 10%, Eliminates Plumbing Problems,
Cuts Down on Clean-Up Time.

We at Keene Food Services are continually endeavor-
ing to find ways of increasing your **profits** at
store level through product and service innovations
and a 90 man sales force across the nation devoted
to offering the most complete service available.
For a complete catalog, band blade and grinder
service, or profitable ideas, call or write:

(313) VE 5-0913

KEENE CORPORATION

1569 TOWER GROVE

ST. LOUIS, MO. 63110

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

ST. JULIAN WINE COMPANY, wine distributors,
1337 Maple St., Detroit, Mich. 48207; phone (313)
961-5900.

GENE NIELENS AND ASSOCIATES, institu-
tional food brokers, 845 S. Pemberton Rd., Bloom-
field Hills, Mich. 48013; phone (313) 646-3074.

HARTZ MOUNTAIN, INC., producers and dis-
tributors of a variety of pet related products, 3100
Middlebelt, Orchard Lake, Mich. 48033; phone (313)
682-7588.

These new members and all AFD supplier and serv-
ice members deserve your support and patronage.
Refer to the AFD Suppliers' Director on Page 74
often. In fact, clip it out of *The Food Dealer*, and
post near your phone.



NEW OFFICERS of Keep Michigan Beautiful, Inc. were recently announced, and pictured above. From left: Lincoln Avery, vice-president; Robert B. Healy, vice-president; Mrs. Leland Smith, executive director of KMB; B. M. Conboy, president; Mrs. Eva L. Meyers, treasurer; and Ralph Swan, vice-president. Absent from the photo is John Bodette, secretary.

for better balanced profits!

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

Taystee



Cook Book

Ferguson New Wrigley Chief

Howard A. Ferguson, formerly assistant general manager of Allied Supermarkets' Wrigley division, has been named general manager of the operation, according to Thomas McMaster, Allied chairman. He succeeds William Sample, who was promoted to general manager of Allied's Oklahoma division.

At the same time, John R. Williams, a Wrigley veteran of 26

years, was named group vice-president of retail operations for Allied, according to McMaster.

Vlasic Elects VerLee VP

Vlasic Foods, Inc., of Lathrup Village, has elected Edwin M. VerLee as vice-president in charge of national sales, according to an announcement by Robert Vlasic, chairman. VerLee, formerly national sales manager, has been with the firm since 1964. Vlasic, one of the

nation's largest pickle packers, operates plants at Imlay City, Memphis and Bridgeport, Mich., in addition to plants in Delaware and Pennsylvania.

KAPLAN'S Wholesale Food Service

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

DAILY DELIVERY

Call us or stop in and pick your own!

2630 Riopelle • Detroit • WO 1-6561

(In the Eastern Market)

IT'S "GROCER'S WEEK IN MICHIGAN"

February 18
through
February 24



Congratulations

To the Associated Food Dealers
on Your 57th Anniversary

from all of us at

INTERSTATE MARKETING CORPORATION

16151 James Couzens Highway

Detroit, Mich. 48221

341-5905

Membership In A Trade Association

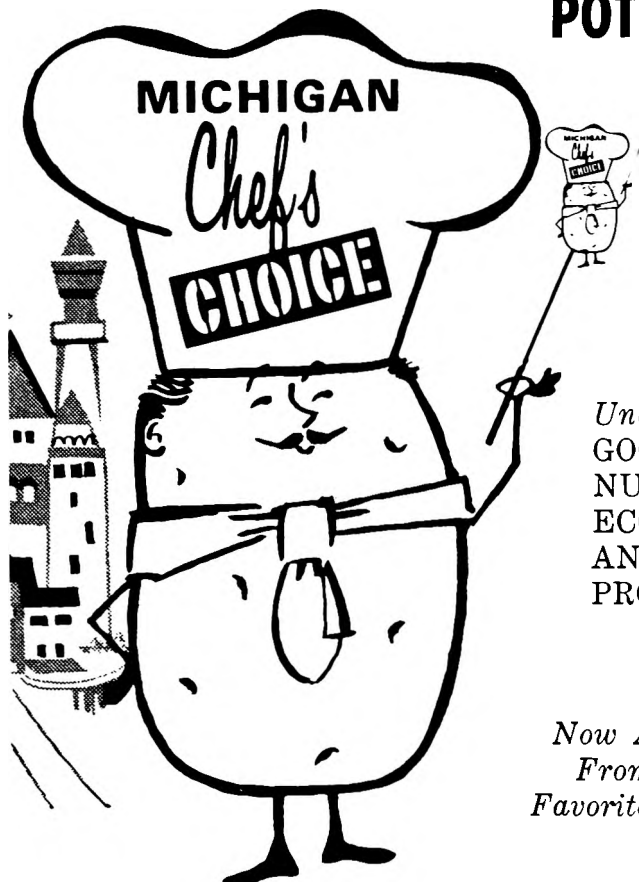
Is a bargain-priced insurance against various hazards of the member's business future. Were life to become simple again, with each man earning his livelihood without the aid of machines, trade association's would probably disappear. On the other hand, as living becomes more complex and as problems and needs of business men increase, trade associations are more useful today than ever before.

A quote from Theodore Roosevelt: "Every man owes a part of his time and money to the business in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere." If you know someone in the industry that you think should be a member, call the AFD at (313) 542-9550.

Proclamation:

February 18 through
February 24 is
**"GROCER'S WEEK
IN MICHIGAN"**

MICHIGAN GROWS THE FINEST POTATOES



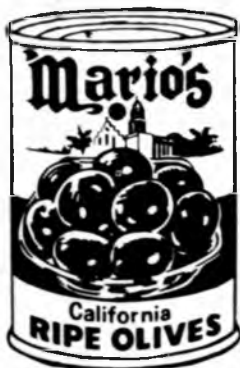
*Unbeatable For
GOOD TASTE
NUTRITION
ECONOMY
AND
PROFITS*

*Now Available
From Your
Favorite Supplier*

LIST AVAILABLE FROM

Michigan Potato Industry Commission

809 Center St. • Lansing, Mich.



Mario's THE OLIVE PEOPLE

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



The Test Of Time . . .

90 Years
Of
Successful
Service



To Slaughter Houses, Wholesale &
Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

Darling & Company

3350 Greenfield Road
WA 8-7400
Melvindale, Michigan

P. O. Box 329
Main Post Office
Dearborn, Michigan

AFD MEMBER

Congratulations and Best Wishes

TO THE

Associated Food Dealers
on Your 57th Birthday

ITT-CONTINENTAL BAKING COMPANY

*Bakers of Wonder Bread
and Hostess Cakes*

2901 GRAND RIVER
DETROIT, MICHIGAN
Phone 963-2330

CONVEX SEE-ALL MIRRORS

Keep An Eye On Your Hard-Earned Profits



- Clear, wide-angle view of aisles, corners, blind spots
- Psychological deterrent to theft
- Helps apprehend shoplifters
- No maintenance or operating costs

Say

LABEL-MATIC

. . . if it's worth pricing or labeling

- One-finger trigger action for speed
- Easy-to-read prices, eliminates errors
- Sticks to all surfaces including frozen foods

4 Different Models
ONE TO SUIT YOUR NEED!



Double Check DISTRIBUTING CO.

HARRY MAYERS

27171 W. TEN MILE ROAD SOUTHFIELD, MICHIGAN 48075
PHONE: 352-8228

230 Million Bottles Recycled By Glass Container Industry

The nation's glass container manufacturers reclaimed for recycling more than 230 million used bottles and jars during the third quarter of 1972, it was reported by the Glass Container Manufacturers Institute. The figure represents an increase of 18 per cent over the 195 million glass containers collected by the public in the July-September period a year ago.

The Institute also reported that the volume of recycled bottles for the first nine months of 1972 totaled more than 691 million, almost 50 per cent higher than the 463 million containers reclaimed during the same period in 1971.

Nearly 1.5 billion bottles have been recycled into new glass containers and other secondary products since the industry-wide program was launched in July, 1970. To date some 100 GCMI member company plants in 25 states have paid more than \$7.5 million to thousands of individuals aid groups participating in the bottle buy-back program, the report said.

Most of the reclaimed bottles and jars are crushed into cullet and melted in glass furnaces to make new glass containers. Others have been reused experimentally as a major raw material in the manufacture of various secondary products, such as construction panels, bricks and building blocks, glass wall insulation, terrazzo tile flooring and glasphalt, a blacktop paving material containing crushed glass aggregate.



EXTENSION MARKETING STAFF of Michigan State University was the recent recipient of the 1972 State Award for teamwork in educational workshop projects. Workshop participants, pictured above, are, from left: Ronald Beech, MSU agent; George Stachwick, program director; Carl Hoyt, agent; Quentin Ostrander, agent; John Trocke, agent; and Carl Antle, agent.

To Get Her Attention Use The Oakland Press.

the strong newspaper
in the young, growing
strong market!



Only one daily newspaper dominates the Pontiac/Oakland County Market . it is the "Today Newspaper" that housewives and food buyers depend upon for their shopping choices. It is The Pontiac Press. It does what no other newspaper can do, not even the Detroit's. It produces volume sales at the check-outs in this volume market!

For More Sales and Profits

insist your advertising be placed
regularly in . . .

THE OAKLAND PRESS

For Details phone Bill Walker at 313-332-8181,
or Cresmer-Woodward-O'Mara and Ormsbee at
442-5862 in Detroit



Tom's — The National Quality Snack Food Line

Weekly Service by Store-Door Delivery
Products Merchandised and Guaranteed

TOM'S TOASTED PRODUCTS

23500 FORD ROAD
DEARBORN HEIGHTS, MICH.
Phone (313) 562-6660

“smaczne”



\$94 Billion Food Market

(Continued from Page 44)

canned and frozen fruits and vegetables will top \$8 billion in 1973, a gain of 6 per cent. The frozen food industry will rise 9 per cent to \$3.9 billion, while the canning industry will pack products valued at \$4.2 billion, up 3 per cent from 1972.

— Soft drinks: Shipments of canned and bottled soft drinks rose 10 per cent in 1972 to \$5.4 billion. They will reach \$6 billion in 1973 for another annual gain of 10 per cent. Per capita consumption is estimated at 26 gal., against 24.3 gal. in 1971. The soft drink consumer group, ages 15 to 39, will continue to expand in the '70s., pushing shipments to \$12 billion by 1980.

— Wine: Shipments rose in 1972 by 16 per cent to an estimated \$873 million and will approach \$1 billion in 1973. Intensive promotion of using wines with meals reinforced the favorable income and population factors. Consumption of wine probably will grow at “an unprecedented rate” during this decade.

— Coffee: Shipments in 1973 are estimated to increase by 3 per cent to \$2,490,000,000 from \$2,419,000,000 in 1972.



Camden Basket Co. Inc., of Camden, Michigan is the place to buy a wide variety of fancy baskets for Holiday fruit and Gourmet baskets. We also have many lovely styles of baskets for Wines, Liquors and cheese packages. Throughout the year a beautiful basket of food is a most thoughtful gift.

Camden Basket Co. also has a program designed for the non-food section of stores that wish to devote space for a small wicker shop within the store. These little “Wicker Shops” are very interesting and intriguing for the women shoppers.

Camden Basket Company, Inc.

444 N. Main Street
Camden, Michigan 49232
Phone (517) 368-5211



Birth
Defects
are
forever
...unless
you help

Give
to the
March
of Dimes

THIS SPACE CONTRIBUTED BY THE PUBLISHER

LAND O LAKES



BUTTER • CHEESE • TURKEYS • EGGS • DRY MILKS

AN EXTREMELY HELPFUL BANK.



CITY NATIONAL BANK

MEMBER FDIC

THE BELL RINGER

Avoid Ulcers: No Mountain Climbing Over Mole Hills

By ALEX BELL

This is number one for 1973, so having already wished everyone the Happy etc., we will go on. I have said it before. If you are not reading this at our Annual Trade Dinner, why not? Because—you are missing the top event of the food industry. We have said that before too, so I will not say it again.

How did Allied make 182 master butchers out of 182 saw jockeys? They must have some magicians working at headquarters, or possibly at their ad or PR agency.

We have it on good authority that Gene Matti's a big tipper when he goes to Florida, like \$50 bucks to a head waiter. We understand the H. W. thought it was the second coming.



BELL

We remember FDR, JFK, Harry S., LBJ and R.

Nixon's State of the Union messages. So everybody gets into the act today. Milliken's state of the state, message, Gribbs' state of the city message, etc. Why oh why can't we have a state of the food business message?

(Edeebnote: "We do Alex, but it's not "news worthy." Now if we criticized ourselves, or if government or consumer agencies did, it's front page stuff.)

What are the Vietnam war protesters going to protest now?

Statistic: Net farm income for 1972 was \$19 billion bucks. But listen to this: 21 percent of that was paid by Dear Old Uncle Sam in subsidies for not raising crops, and don't forget Mr. Taxpayer came up with roughly \$4 billion dollars to support this program. Isn't it time we blow this subsidy program and let supply and demand take over?

The Golden Dope Awards for 1972 goes to F. J. for 29c chickens, Wrigley and Chatham for 24-hour stores, and Kroger for Jumbo shank portion hams.

If you want to get even with the IRS, have your kids work out your tax returns using the new math.

Try Us... All Of Us.



Sani-Seal
Farr View
McDonald
FIRST...in good taste!



MASTER BUTCHER SUPPLY CO., INC.

1528 Gratiot at Jay St.
Detroit, Michigan 48207

—Near the Eastern Market—

WE DELIVER

Open Mon. - Fri.
7 A.M. to 4 P.M.

Sausage Casings • Seasonings • Spices
Twine • Cutlery • Pans • Meat Tags
Shelf Numbers • Poly Cutting Boards & Table Tops

"BUTCHER BOY"

Saws • Grinders • Mixers
Sales & Service on all makes

961-5656

Tom Bourgeois, Pres.

Phil Saverino tells us about the guy that worked hard all his life to keep the wolf from the door, and then his daughter brought one home.
* * *

Bev Welch was out looking for a new car. She looked at one with bucket seats, but decided against it on account of everyone's bucket isn't the same size.
* * *

Always remember the first breath you take guarantees that you will take the last one.
* * *

Dean Duerst at Hormel's told us how to get ahead, to wit, if you can't have your own way, make the best of the other fellow's. Okay, Deano.
* * *

We would like to bet the Vietnam war protesters' next kick will be the amnesty bit for the "border jumpers."
* * *

If you want to feel sorry for someone, cry for poor guy in the Geritol commercial. He is getting all romantic about the gal and she comes up with, "I eat right, exercise, and take Geritol." That blows the whole deal.
* * *

I was telling my child bride that it was awful the way she treated me after I gave her the best years of my life. She came back with, "Migod, those were your BEST?" (She must have been taking lessons.)
* * *

Jay Welch tells me the difference between an optimist and a pessimist: An optimist on awakening in the AM says, "Good morning, Lord." A pessimist in the morning says, "Good Lord, morning!"

This from Mike Giancotti: "Wives don't have ulcers, but they are carriers."
* * *

Josephine our gal at Hormel's tells us that driving to work on I-75 one morning, the traffic was so bad that she saw a hit-and-stand accident.
* * *

Brownie the Pleasing Poultry Man at Eastern tells us how to avoid ulcers. Don't start mountain climbing over mole hills. Don't frown, call brown.
* * *

Unemployment compensation—Michigan firms pay an average of 3.3 percent compared with a national average of 1.8 percent. Again, liberal interpretations of the law make more workers eligible in Michigan than in many other states.
* * *

We picked this up in The Detroit News and would like to expound on this one. Why not a concerted effort to wipe out the six-week penalty if an employee quits a job. We say it should be no rocking chair money. Item Two: Why not have the employee contribute half of the employer's contribution?
* * *

Music to read this column by (with apologies to C. M.): "It's a lonesome old town when you're not around." For the kids, Ben Bernie was known as the old maestro and played at the College Inn in the Hotel Sherman in Chicago.
* * *

Eat your heart out, Charley Manos.
* * *

Dear John, that's all she wrote.

—ACB

***From All of Us
To All of You
For A Job Well Done —
Many Thanks***

James K. Tamakian Co.

18470 W. Ten Mile Rd.

Southfield, Mich. 48075

Phone 352-3500



We send happiness your way every day



BETTER MADE POTATO CHIPS



- SOUR CREAM N' ONION POTATO CHIPS
- B. B. Q. POTATO CHIPS
- CHEESE CORN
- POP CORN
- PRETZELS
- CARMEL CORN
- TACOS

10148 Gratiot Ave. 925-4774

AFD Member

IT'S "GROCER'S WEEK IN MICHIGAN"

February 18
through
February 24



GLACIER

FROZEN FOODS, INC.

4055 PURITAN DETROIT, MICH. 48238

PHONE (313) 864-9005

Exclusive Distributors
of



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

FIRST . . .



With A State-Wide
Merchandising
Program
For Your
Store or Market

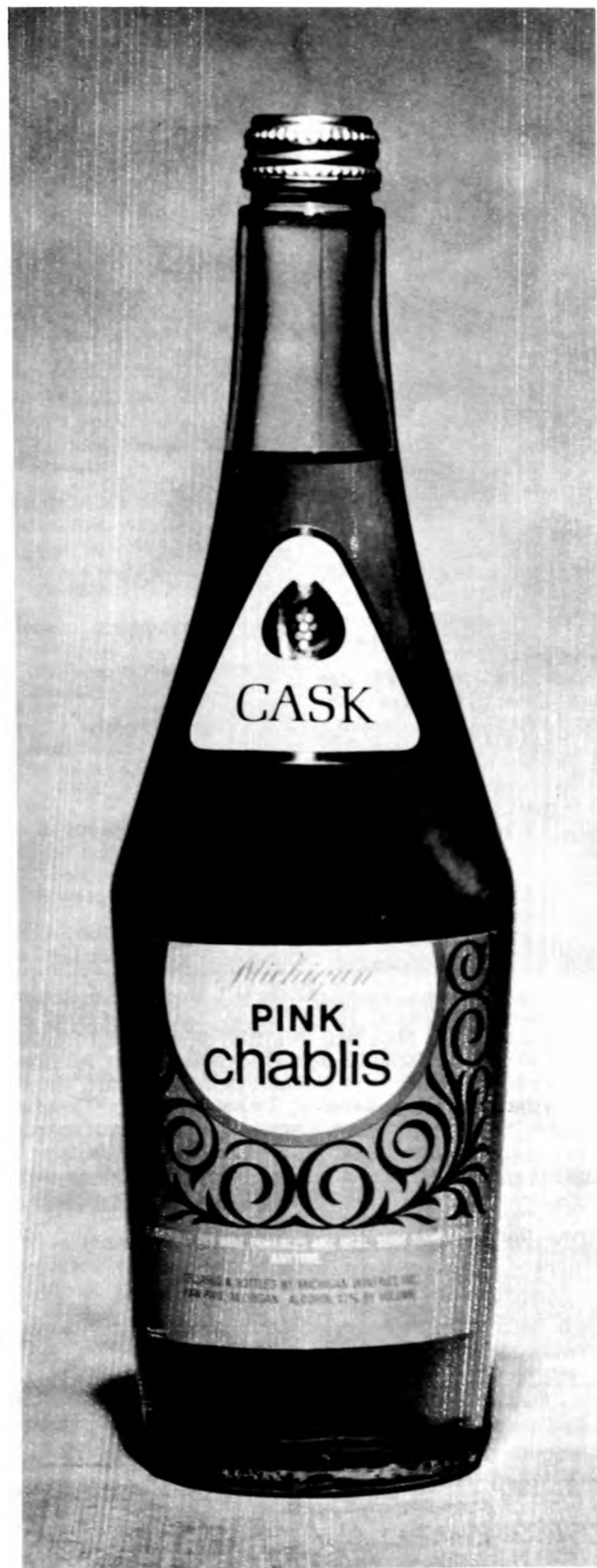


WESLEY'S QUAKER MAID INC.

9700 Oakland Avenue
Detroit, Michigan 48211
Tel. 883-6550

FARM MAID DAIRY PRODUCTS

18940 Weaver
Detroit, Michigan 48228
VE. 7-6000



Congratulations

to the
Associated
Food Dealers
and all Food Retailers

On Your
57th Anniversary

We hope you enjoy
Our New "Pink Chablis"
Wine at your table.

Smart Retailers Stock
and Display the fastest
growing wines in Michigan!

CASK WINES

A Product of

Michigan Wineries, Inc.

PAW PAW, MICH.



NEW DAGMR LEADERS—The new officers and directors for the Detroit Association of Grocery Manufacturers' Representatives (DAGMR) for 1973 are pictured above. Seated, from left, Charles Batcheller of Sullivan Sales, director; Fred Falle, Strongheart Pet Products, second vice-president; Lou Brown, Better Made Potato Chips, president; Carl Leonhard, The Detroit News, first vice-president; and James Jackson, Interstate Marketing Corp.,

sergeant-at-arms. Standing, from left, Don Gundle of Steve Conn Associates, director; Joseph Cucco, Diamond Crystal Salt Co., director; Steve Milinchuk, Pet, Inc., director; and Donald Dorn, Independent Biscuit Company, chairman (and immediate past president); and Howard Phillips, Kar-Nut Products, director. (Not pictured is Larry Kozel of United Brokerage Company, who was elected secretary-treasurer.)

MOVING?

PLEASE NOTIFY US
3 WEEKS IN ADVANCE

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 _____

★ ★ ★

**Buy
U.S.
Savings
Bonds
and new
Freedom Shares**

★ ★ ★ ★

TAX TOPICS**Major Tax Developments Which Took Place in 1972**

By **MOE R. MILLER**
Accountant and Tax Attorney

In addition to changes made by 1972 tax legislation, many important changes in tax law in 1972 resulted from court decision and Treasury ruling. Here are the highlights of tax legislation and court decisions.

Individuals

1) A citizen or resident of the United States, including a minor is required to file an income tax return if his gross income exceeds as shown below:

Single	\$2,050
Single and over 65	\$2,800
Married filing jointly	\$2,800
Married one spouse over 65	\$3,550
Married both spouses 65	\$4,300

**MILLER**

A self-employed individual is required to file a return if his net earnings from self-employment were at least \$400.

Anyone who has income tax withheld should file a return.

A person who receives tips, must file a return, from which social security tax wasn't collected.

2) Parents contribution to exempt private schools for their children were again barred as charitable deductions.

3) Expenses of winter and summer homes rented out for a portion of the year are sharply limited as deductions by the owners, under the final hobby loss regulation. The general effect is for the rental income to reduce the owner's interest and tax deductions while no deduction is allowed for depreciation, etc.

4) Department store finance charges are deductible in full as interest ruled the Treasury. It dropped its former view that charge were deductible only if they could be shown to be solely for interest and didn't include service charge.

Corporations

1) Medical reimbursement plan solely for stockholder — officers of a corporation was upheld by the tax court because the officers formed a class of employees using a criterion other than shareholding.

2) An employee who performs his job at various locations during the day may deduct his transportation expenses between locations, but not his commuting expenses. (Example: From his home to his first stop.)

3) The Treasury has a detailed ruling that sets clear, specific limitations in the right to take deductions for an office at home. One of the specified

prerequisites for any deduction is that work at home is required by the employer.

4) Any corporation that expects a 1973 tax of more than \$200 must pay estimate tax.

5) The Treasury okayed a way of minimizing the penalty on surplus accumulations by switching to a pseudo corporation in the next year and paying dividends within the first 2½ months.

6) Otherwise non-deductible organization expenditures may be amortized over a period of not less than 60 months.

Note

One of the most common questions that is asked of my office is that whether the employer is subject to the wage and hour law under the fair labor standard act.

A simple answer is as follows:

"That any employee who is engaged in commerce or the production of goods for commerce or who is employed in an enterprise engaged in commerce, or the production of goods for commerce, or is employed having for an enterprise having a volume sales of at least \$250,000 per year must receive at least \$1.60 per hour and time and a half for work performed over 40 hours."

Congratulations

To Officers And Directors
of the

ASSOCIATED FOOD DEALERS

for your Outstanding Service
to the Independent Retail
Grocers of Michigan

GEORGE KEIL ASSOCIATES

9185 GREENFIELD

273-4400

Detroit, Michigan 48228

Food Price Facts

(Continued from Page 54)

counter is greater than it would be were these welfare payments made in the form of cash.

To further aggravate the demand picture, Americans are not the only people with rising incomes who are increasingly reflecting their relative affluence in purchases of beef. The New York Times reports, for example, the average price of rump roast in London has risen from \$1.80 a pound last November to \$2.30 a pound in mid-January and beef exporting nations such as Australia, New Zealand, Argentina and Uruguay are desperately trying to build up their breeding herds in an effort to meet what appears to be unlimited demand, particularly in Japan and Western Europe.

Ironically, at a time when the Administration was making a series of moves to increase the amount of beef coming into the United States from other nations, the U.S. exported more than 52 million pounds of beef and veal in 1972, 10 million pounds more than we exported in 1971. One reason for this increase is that U.S. beef is of a far higher eating quality than in most other countries because it is grain fed -- rather than grass fed -- and more tender for this reason and because it tends to come from younger animals. Some experts say that because of overseas demand for beef of this quality, U.S. exports may go as high as 70 million pounds in 1973.

In the meantime, as food prices increase, food retailers take it on the chin. In 1964-65, before the current round of inflation began, the average food chain earned 1.41 percent of sales, after taxes. By 1971-72, average profits had dwindled to .83 percent of sales and stood at .30 percent of sales at the end of the third quarter of 1972, the latest figures available. A Wall Street Journal survey of fourth quarter 1972 profits of 418 firms, published in early February, indicated that of 19 industrial categories, only one -- chain stores -- had lower profits than were realized in the fourth quarter of 1971. The reason: intense competition prevents cost increases from being passed along to consumers as quickly as they occur.

Other problem areas include:

According to U.S. Department of Agriculture figures, average hourly earnings of food retailing employees jumped 80 percent from 1960 to 1972 -- from \$1.68 an hour to \$3.05 an hour.

Transportation rates have increased while service has deteriorated. Example: Rail shipping rates have increased 40 percent over the last 5 years. But in 1950, it took six and one-half days to ship pears from Sacramento to New York. Now it takes 11 days. The same numbers apply to lettuce from Arizona to Philadelphia.

The average price of the 500 fastest moving items -- excluding meat and produce -- in the supermarket was 30 cents in April and May of 1971. It was 31 cents in the same months of 1972.

Refrigerated Merchandisers	Checkout Systems
Refrigeration Systems	Deli Equipment
Heating, Air Conditioning	Decor
and Dehumidification Systems	
	Wire Display Merchandisers
Walk-In Coolers	and Product Moving
Shelving	Equipment

Quality that Sets Industry Standards

HUSSMANN

REFRIGERATION INC.

HUSSMANN STORE EQUIPMENT DIVISION

PET
INCORPORATED

—COMPLETE SALES AND SERVICE—

12900 CAPITAL

Oak Park, Mich.

Phone 398-3232

*Continued Best Wishes
and Success to the AFD!*

***Ice Cream and
Ice Cream Novelties
Our Specialty***

VROMAN FOODS, INC.

4117 FITCH ROAD

TOLEDO, OHIO 43613

Phone (419) 479-2261

Follow The Leader — Food Specialties Our Business!

HAMTOWN'S PREPARED FOODS

SALADS • PIZZA • DUMPLINGS • DELI DILLS

KNOTT'S BERRY FARM

PRESERVES • SYRUPS • DRESSINGS

CROSSE & BLACKWELL

SOUPS • JELLY • SAUCES • DUNDEE MARMALADE

MAYBUD PURITY CHEESE

GOUDA • EDAM • DIPS • BEL PIASE

WEISS NOODLES & KLUSKI

EGG DROPS • SPINACH • ZOUPA KLUSKI

FAIRMONT FOODS

COTTAGE CHEESE • SOUR CREAM

OLD EL PASO MEXICAN FOODS

TACO SHELLS • TORTILLAS • CHILI • HOT SAUCE • PEPPERS

REYMERSHOLM — HERRING from Sweden

For Prompt Service Call

SPECIALITY FOODS CO., INC.

4222 E. McNICHOLS

DETROIT, MICH.

PHONE: 893-5594

SHOPLIFTERS

WILL BE

PROSECUTED

**THIS STORE IS PROTECTED
BY**

The Michigan "Shoplifting" Law

Act 182, Public Acts of 1958



ASSOCIATED FOOD DEALERS

Congratulations & Best Wishes to All AFD
Members on Your 56th Anniversary



**Working Together with Food Dealers to Provide
Efficient Distribution and Service to Consumers**

Atlas Bottling Co.

Canada Dry Bottling Co. of Detroit, Inc.

Detroit Coca Cola Bottling Co.

Faygo Beverages Inc.

Mavis Beverage Corp.

Michigan Beverage Co.

Pepsi-Cola Metropolitan Bottling Co. Inc.

Red Arrow Bottling Co.

7-Up Bottling Co. of Detroit

Squirt-Detroit Bottling Co.

Dr. Pepper Bottling Co.

Towne Club Beverage Co.

Vernors Inc.

Wyandotte Coca Cola Bottling Co.

**METRO DETROIT
SOFT DRINK ASSOCIATION**

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
Farm Crest Bakeries	875-6145
Grennan Cook Book Cakes	825-1900
Grennan 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
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
I & 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
St. Julian Wine Company	961-5900
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
Alistate Sales-Marketing, Inc.	535-2070
Apollo Brokerage Company	453-5300
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
Mid-America Food Brokers	542-4080
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Fin Brokerage Company	352-8061
Earl English Associates	546-5100
Harold M. Lincoln Co.	353-6800
Graubner & Associates	444-8400
John Huettnerman & Son	886-8800
Paul Inman Associates, Inc.	626-8100
Interstate Marketing Corporation	341-5905
Paul Kaye Associates	354-2070
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
Gene Nickens and Assoc. (Institutional)	646-3074
Northland Food Brokers	342-4330
Peterson & Vaughan, Inc.	838-8300
The Pfeister Company	355-3400
Sakahiko & Salm	962-3533
Sherman & Company	557-9191
Sosin Sales Company	963-8585
Stark & Company	358-3800
Stiles-DeCrick Company	884-4140
James K. Tamakian Company	352-3500
Ned Weitzman Associates	272-3700
United Brokerage	477-1800
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
Louis Sarver & Company-Milk-O-Mat	864-0550
Sheffer's Lucious Cheese	(616) 671-2639
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	875-4040
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
Ciamarito 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

Rose Exterminating Company	834-9300
Vogel-Ritt Pest Control	834-6900

LINEN SERVICE

Economy Linen Service	841-7300
Marathon Linen Service, Inc.	921-2727

MANUFACTURERS

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	832-7900
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.	826-6600
Guzzardo Wholesale Meats, Inc.	321-1703
Hartig Meats	832-2080
Herrud & Company	962-0430
Hygrade Food Products Corp.	464-2400
Kirby Packing Company	831-1350
Kowalski Sausage Company, Inc.	873-8200
Mangiapane 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)	727-2523
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) 368-3211
Continental Paper & Supply Company	894-6300
Hartz Mountain Pet Products	931-0700 or 682-7588
Household Products, Inc.	682-1400
Items Galore, Inc.	939-7910
Ludington News Company	925-7600
Rust Craft Greeting Cards	534-4464

POTATO CHIPS AND NUTS

Better Made Potato Chips	925-4774
Frito-Lay, Inc.	271-3000
Kur 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. Dist. & Mailing Company	964-4600
Bowlus Display Company (signs)	278-6288
Green Giant Graphics	864-7900
Sperry & Hutchinson Company	474-3124
Stanley's Adv. & Distributing Company	961-7177

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
Identical of Detroit	526-9800
Keene Pittsburgh-Erie Saw	835-0913

SPICES AND EXTRACTS

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

STORE SUPPLIES AND EQUIPMENT

Almor Corporation	539-0650
Butcher & Packer Supply Company	961-1250
C & J Barbeque Sales (Oven King)	838-3701
Detroit Mini-Safe Company	372-9815
Double Check Distributing Company	352-8228
Hussmann 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
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.	584-6555

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.



Advertisers' Index

	Page		Page
American Bakeries, Inc.	57	Michigan Potato Industry Commission	59
Atlantic Service Company	52	Michigan Wineries Inc. (Cask)	67
Awrey Bakeries, Inc.	14	Multi Refrigeration	47
Better Made Potato Chips	66	National Brewing Company	35
Bowlus Sign Company	55	National Cash Register Co.	48
Camden Basket Company	62	Oakland Press	61
Canada Dry Corporation	33	Peet Packing Company	27
City National Bank	63	Pepsi-Cola Company	2, 78
Clabber Girl	34	Peterson & Vaughan Inc.	38
Continental Baking Company	60	Pfeister Company, The	20
Danfoods Corporation	54	Prince Macaroni of Michigan	26
Darling & Company	60	Procter & Gamble	17
Delmonte Foods	11	Raleigh House, The	55
Detroit Bank & Trust Co.	49	Schafer Bakeries, Inc.	46
Detroit Coca-Cola Bottling Company	25	Spartan Stores, Inc.	24
Detroit Food Brokers Association	77	Specialty Foods Company	5, 71
Detroit Free Press	31	Squirt-Detroit Bottling Company	12
Detroit News	40-41	Stroh Brewery Company	21
Detroit Rendering Company	30	Tamakian, James K., Company	65
Double Check Distributing Company	60	Tom's Toasted Products	62
Ecrich, Peter & Sons	22	United Dairies, Inc.	32
Farm Maid Dairy	66	U. S. Cold Storage Co.	53
Faygo Beverages, Inc.	30	Vroman Foods, Inc.	70
Frito-Lay, Inc.	52	WPON Radio	65
Glacier Frozen Foods	66	WWJ AM-FM-TV	29
Grocers Dairy Company	28	Ward Foods	50
Guzzardo Wholesale Meats	55	Wayne Soap Company	26
Heinz, H. J., Company	16	Wesley's Quaker Maid	66
Hussmann Refrigeration	70	Wilson, Ira., & Sons, Dairy	45
Identiseal of Detroit	28	Wolf, Abner A., Inc.	15
Inman, Paul, Associates	23		
Interstate Marketing Corporation	58		
Kaplan's Wholesale Food Service	58		
Kar-Nut Products Company	13		
Keene Corporation	56		
Keil, George, Associates	69		
Kellogg Company	9		
Koeplinger's Bakeries, Inc.	42		
Kowalski Sausage Company	62		
Land O'Lakes Creamery	63		
Leone & Sons Wine Company	44		
Liberty Paper & Bag Company	76		
Mario's Food Products	59		
Marks & Goergens, Inc.	52		
Master Butcher & Supply Co.	64		
McDonald Dairy Company	64		
McMahon & McDonald, Inc.	34		
Medallion Marketers, Inc.	43		
Melody Dairy Company	43		
Melody Foods, Inc.	43		
Metro Detroit Soft Drink Assn.	73		
Midwest Refrigeration Company	39		



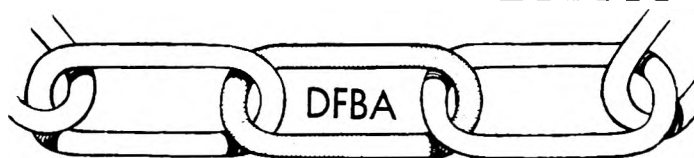
Compliments of

LIBERTY
Paper and Bag COMPANY

Phone 921-3400
 9145 VINCENT ST.
 DETROIT, MICH. 48211

Packaging Equipment and Supplies

THE VITAL LINK



39 Member Brokers with Real Know-How!

**ACME-DETROIT FOOD
BROKERAGE, INC.**
4241 Maple Avenue
Dearborn, Michigan 48126
581-0410

**ALLSTATE SALES —
MARKETING INC.**
18441 W. McNichols
Detroit, Michigan 48219
535-2070

APOLLO BROKERAGE COMPANY
595 Forest
Plymouth, Michigan 48170
453-5300

BELL & SCHROTENBOER
1432 Howard
Dearborn, Michigan
565-2930

C. B. BONNEAU & COMPANY
8469 East Jefferson Avenue
Detroit, Michigan 48214
822-4912

A. J. COHEN COMPANY
15871 Schaefer
Detroit, Michigan 48227
836-2550

STEVE CONN & ASSOCIATES
14001 W. Eleven Mile Road
Oak Park, Michigan 48237
547-6900

CONTINENTAL FOOD BROKERAGE
17501 W. Eight Mile Road
Detroit, Michigan 48235
255-5880

W. H. EDGAR & SON, INC.
1575 E. Lafayette
Detroit, Michigan 48207
964-0008

MAURICE J. ELKIN & SON
18860 W. 10 Mile Rd.—Suite 110
Southfield, Michigan 48075
353-8877

ESTABROOKS MARKETING CO.
17250 W. 12-Mile-Suite 1-C
Southfield, Michigan 48075
559-7090

TOM FANOS ASSOCIATES
18621 W. 7-Mile Road
Detroit, Michigan 48219
255-0840

JOHN HUETTEMAN & SON
20550 Vernier Road
Harper Woods, Mich. 48225
886-8800

PAUL INMAN ASSOCIATES, INC.
P.O. Box 615
Franklin, Michigan 48025
626-8300

INTERSTATE MARKETING CORP.
16151 James Couzens Hwy.
Detroit, Michigan 48221
341-5905

BOB JONES ASSOCIATES
19150 W. Ten Mile Road
Southfield, Michigan 48075
352-4442

PAUL KAYE ASSOCIATES
18977 W. 10-Mile Road
Southfield, Michigan 48073
354-2070

GEORGE KEIL ASSOCIATES
9185 Greenfield Road
Detroit, Michigan 48228
273-4400

**KNOTT & MCKINLEY
INSTITUTIONAL MARKETERS, INC.**
24680 Swanson
Southfield, Michigan 48075
357-3030

HAROLD M. LINCOLN COMPANY
26711 Northwestern Highway
Southfield, Michigan 48076
353-6800

LYON SALES COMPANY
16151 Meyers Road
Detroit, Michigan 48235
864-5103

McMAHON & McDONALD, INC.
23943 Industrial Park Drive
Farmington, Michigan 48024
477-7182

MARKS & GOERGENS, INC.
20245 W. Twelve Mile Road
Southfield, Michigan 48075
354-1600

HARRY E. MAYERS ASSOCIATES
21711 W. Ten Mile Road
Southfield, Michigan 48075
352-8228

MID-AMERICA FOOD BROKERS, INC.
20065 James Couzens Hwy.
Detroit, Michigan 48235
342-4080

NORTHLAND FOOD BROKERS
19446 James Couzens Hwy.
Detroit, Michigan 48235
342-4330

PETERSON & VAUGHAN, INC.
17043 Schoolcraft Ave.
Detroit, Michigan 48227
838-8300

THE PFEISTER COMPANY
21415 Civic Center Drive
Southfield, Michigan 48075
355-3400

BOB REEVES ASSOCIATES
7131 Schaefer Highway
Dearborn, Michigan 48126
582-0630

RENNIE BROKERAGE, INC.
2411 Fourteenth Street
Detroit, Michigan 48216
961-3080

SAHAKIAN & SALM
1448 Wabash Avenue
Detroit, Michigan 48216
962-3533

STARK & COMPANY
24472 Northwestern Hwy.
Southfield, Michigan 48075
358-3800

STILES-DeCRICK COMPANY, INC.
18520 E. Warren
Detroit, Michigan 48236
884-4140

SULLIVAN SALES, INC.
18222 W. McNichols Road
Detroit, Michigan 48219
531-4484

JAMES K. TAMAKIAN COMPANY
18470 W. Ten Mile Road
Southfield, Michigan 48075
352-3500

UNITED BROKERAGE COMPANY
23955 Freeway Park Dr.
Farmington, Michigan 48024
477-1800

MORT WEISMAN ASSOCIATES
25820 Southfield
Southfield, Michigan 48075
354-1350

NED WEITZMAN ASSOCIATES
12100 Greenfield Road
Detroit, Michigan 48227
272-3700

WILTSIE & COMPANY, INC.
18431 W. McNichols Road
Detroit, Michigan 48219
537-7760

DETROIT FOOD BROKERS ASSOCIATION

SERVICE — QUALITY — INTEGRITY

Serving the Dynamic Michigan Food Market

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

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

Return Requested



***Pepsi-Cola salutes the
Associated Food Dealers.
It is a pleasure doing
business with you and
your members.***

—The Pepsi-Cola Company