

# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

MAY/JUNE, 1973



## Gaudino's Gets New Home

After having been located in the hub of Detroit's east side for over nearly 30 years, Gaudino's Imported Foods, a specialty establishment featuring Italian and Middle East foods and condiments, has moved to St. Clair Shores. Pictured above, from left, Mr. and Mrs. Jack Genovesi, and their son, John, and daughter, Sandy.

(See story, Page 14)

## Some Tax Relief—Page 8

Cold cash.



If you're a beer drinker, you want it ice cold. But if you're a beer seller, you want it red hot. Because a red hot seller is the kind of item that makes a man a success in the beer business. In the last 4 years Stroh's sales are up over 60%. At that rate, it's one of the hottest cold beers around.

**From one beer lover to another.**

## Convenient Food Marts To Saturate State

Up to 130 stores with annual retail sales totaling an anticipated \$40 million are planned for development in the next several years in 19 southern Michigan counties according to Lewis C. Carroll, president of Convenient Food Marts, Chicago, and Carlus O. Kotila.

Kotila is president of Convenience Centers of Michigan, Inc., the corporate name of the new franchising company licensed for Michigan with temporary headquarters in Glen Arbor.

Other officers of the franchise are George Hagan, vice-president of sales and secretary-treasurer; and Robert Caldwell III, vice-president. Kerry R. Kotila, Mr. Kotila's son, will shortly join the firm as an assistant regional director.

Michigan counties franchised are Allegan, Barry, Berrien, Branch, Calhoun, Cass, Eaton, Hillsdale, Ingham, Jackson, Kalamazoo, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Joseph, Van Buren and Washtenaw.

Plans call for 11 stores in Warren, 10 in Lansing, seven in Ann Arbor, six in Kalamazoo, Pontiac, Royal Oak, and St. Clair Shores, five in Roseville and four in Sterling Heights. There will be three stores each in Battle Creek, Birmingham, East Detroit, East Lansing, Jackson, Madison Heights, Oak Park, Portage, and Troy; and two stores each

in Adrian, Berkley, Ferndale, Hazel Park, Monroe, Mt. Clemens, and Ypsilanti.

One store each is planned for Albion, Benton Harbor, Beverly Hills, Centerline, Charlotte, Clawson, Coldwater, Dowagiac, Farmington, Fair Plain, Fraser, Hillsdale, Huntington Woods, Lakeview, Marshall, Niles, Novi, St. Joseph, Sothufield, Sturgis, Tecumseh and Three Rivers.

"We will seek out and evaluate sites which are suitable for Convenient Food Mart stores and large enough to accommodate two to six satellite stores. This type of development will create small neighborhood shopping centers and opportunities for other complementary businesses," said Kotila.

Kotila, born in Calumet, Mich., has been in business in Michigan in residential construction and real estate development, with the exception of four years spent in the Navy in World War II.

Hagan was born in Greeley, Colo., but spent 27 years in the direct sales field with a firm headquartered in Grosse Pointe.

Caldwell, a native of Battle Creek, currently resides in Traverse City where he is in sales administration work.

Convenient Food Marts are independently operated, and franchised from coast to coast in regional areas of 29 states.



**ALLIED AWARD**—Sam Melcher, executive vice-president of Lehn & Fink Products Company, second from left, presented an awards plaque to Arnold Foster, president of Allied Supermarkets, center. The plaque recognizes Allied's sales achievement in exceeding one million in sales of the company's various Lysol brand products. Flanking Melcher and Foster, are, from left, Ed Brager, Allied buyer; Donald Thomas of Allied; Sol Kurtzman of The Pfeister Company, the firm's broker; and Robert Cassetta of Allied.



**HAMTOWN'S GOES KOSHER**—Hamtown Foods Company, an AFD member, and processor and distributor of a complete line of delicatessen and prepared foods, announced recently its products are now available in Kosher form. Officials at the ceremony announcing the move are shown behind a special Kosher cake with a giant pickle on top. Pictured from left, Walter Ziemniak, Hamtown president; Rabbi Jack Goldman of the Michigan Kashruth Council; Chester Kowalski, Hamtown chairman, holding the Polish eagle; Fr. Stanley Milewski of Orchard Lake Seminary; and Ted Sobsen, Hamtown vice-president.

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## The Sounding Board

To the AFD:

In offering encouragement to the lettuce boycott, the sole concern (of the Archdiocese) is to do something to help the plight of the farm workers. There seems to be no other course of action open to them through which they can improve their lot.

My judgment on the merits of the cause is based not on the things that appear in the abundant literature on the subject, but on the report of the Bishops' Committee which has gone out to the area. Its members are well acquainted with the parties involved, and have made a measured judgment of the entire issue. On the strength of that judgment, I feel that the moral dimensions of the problem do call for an expression from the Church. It is this context in which our statement (in behalf of the lettuce boycott) has been made.

You note (in your letter to me) that this can have the effect of raising the price of lettuce. If we are able to have merchandise at a low price only at the cost of human suffering and human dignity, then we all need be prepared for some adjustments in our economic appraisal of things. I am confident that as you reflect upon it you would agree with this judgment.

Inevitably in a situation of this sort, others are hurt beyond the intent of those who are involved in a boycott. But I would be hopeful that as other types of lettuce become available, people will be inclined in this interim to purchase foodstuffs that are consistent with the purposes of what we are trying to achieve.

**John Cardinal Dearden**  
Archbishop of Detroit

*Editor's Note — Cardinal Dearden's letter was in response to a letter from AFD opposing the church's endorsement of the boycott which the association said "had a major impact on the food industry and placed (us) in an unfair light." The AFD stated that, although we sympathized with the plight of farmworkers, we as retailers were innocent by-standers. "By asking good, decent citizens to involve themselves in a secondary boycott, which is illegal, the church is inviting citizens to violate the laws of the nation as well as the spirit and morality of church law," the AFD said. "Food retailers should not have to stand judgment as to whether or not one group of farm workers is right and another wrong," AFD concluded.*



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EDWARD DEEB

## **OFF THE DEEB END**

# The Energy Crisis

We have heard much lately about the energy crisis confronting the United States. Is it a real problem, or is it imagined?

The energy crisis is very real and much greater than believed, and expected to last until 1985, according to government sources.

Next logical question: How will it affect the food industry, and what can suppliers and retailers do about it?

To begin with, it should be pointed out that the food industry is one of eight categories which enjoys a priority posture. In addition, the federal government has set aside 10 percent of the nation's fuel supply to cover those not included in the priority categories.

Speaking before a recent food conference at Michigan State University, Clarence Adamy, president of the National Association of Food Chains, said (our) industry must begin conserving fuel and keep alert to the problem. "We can only hope for new sources of energy and prospective legislation to change existing laws."

A prominent committee of government and business leaders has been formed, headed by William Simon, Deputy Treasurer of the U.S., to study all the ramifications of energy crisis. To begin with, since people have to eat and survive before other things can be accomplished, they gave the food industry a priority rating, as it should be.

Outside of getting the nation's food supply to retail outlets, there is another related problem which should be pointed out. The shortage of crude oils will also create shortages of products utilizing petro-chemicals as plastics, film wrapping for meat, and various packaging materials. Substitutes will have to be developed which do not require the use of petro-chemicals to preserve the shelf life of such products as fresh meats and other perishables.

Although the problem is real, surely there is no need for panic. Working together to preserve fuel, while developing greater storage facilities should get us through this period with little problems.

American industry has prided itself on meeting various challenges, this being one of the many.

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## THE PRESIDENT'S CORNER

# Governor, Legislature Commended On Tax Package

By RAYMOND MARTYNIAK

In behalf of the entire membership of the Associated Food Dealers, I wish to thank publicly Governor Milliken and the entire Michigan Legislature on the recent tax relief package they enacted in behalf of the general public, but especially businessmen.

The tax package provides approximately \$380 million in tax relief during the next two years, with an estimated \$280 million of these benefits accruing to individual taxpayers. An additional \$80 million will go to various businesses, both large and small.

The three different taxes from which relief can be expected include (1) personal income tax, (2) the



MARTYNIAK

homestead property tax, and (3) the business inventory tax.

The inventory tax relief to businessmen means that a business will be allowed a tax credit of 25 percent of their inventory tax, to be applied against their income tax liability. If the credit exceeds the income tax liability of the business, the state will pay the difference to the business or corporation.

Direct tax relief for individuals from the state income tax takes the form of an increase in the personal exemption from \$1,200 to \$1,500, an increase of \$300 per person. For a family of four, the first \$6,000 of income will be exempt from state income tax. Because of the flat-rate structure of the state income tax, an increase in the personal exemption gives greater relief to low and middle income families than to high income families.

Other categories of people to benefit by the new tax package include senior citizens, renters, veterans and the handicapped.

The food industry was particularly pleased with the inventory tax credit feature. In the past, businesses were unfairly taxed on merchandise left in warehouses or in stores at yearend. This merchandise was intended for sale, and not really considered an asset, since businesses wanted a normal stock of goods for its customers.

At least now businessmen have some relief from an inventory tax which has been so unfair up until now.

The Governor and the entire Legislature are to be commended for their concern and progressiveness in this regard!

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## Pepsi Ends New Bottle Test

The most extensive soft drink test marketing program ever conducted for soft drink plastic bottles was concluded recently by Pepsi-Cola Company, Herbert Arnold, vice-president of marketing, announced.

The test, which began on April 24, 1972, lasted seven months and covered 31 counties in the western Michigan area. It included the cities of: Grand Rapids, St. Joseph, Kalamazoo, Traverse City and Cadillac.

The purpose of the test, according to Arnold, was to determine consumer and trade acceptance of the package. "All initial results indicate a successful test market," he said. "Consumer acceptance levels have been very high and there were substantial increases in both sales and share of market."

The plastic bottle will be replaced by the Pepsi-Cola Convenience Pak. It consists of eight 16-ounce, one-way bottles, with new convenience twist-off caps that reseal to maintain carbonation and flavor. The entire pack provides more than twenty-five 5-ounce servings.



### Thomas O'Gara New VP At Detroit Coca-Cola

An experienced soft drink industry man was named as vice-president of the Detroit Coca-Cola Bottling Company, an AFD member, according to an announcement by Wilfred C. Hugli, Jr., president of the firm.

O'Gara, of Wichita, Kansas, was named vice-president and general manager.

At the same time, Frank P. Van Buskirk has joined the company as data processing manager.

### Eckrich Opens Saginaw Area Office

The opening of new Saginaw-Bay City area sales offices has been announced by Peter Eckrich and Sons, Inc., an AFD member. The meat specialty company has moved its office in that area to a new 7,000-square-foot building in Freeland Industrial Plaza. Eckrich's office had been at 139 West Washington, Freeland. The new building contains space for truck storage and maintenance, a refrigerated product cooler and a small office area. From the Freeland office, Eckrich provides route sales service in an area with an approximate 50-mile radius.

### Vlasic Foods Appoints 2

Lawrence E. Mitchell has joined Vlasic Foods, Inc. in the new position of food service marketing manager, and Ivan Kittel was named director of quality assurance of the firm, according to an announcement by Robert Vlasic, chairman. Prior to joining Vlasic, Mitchell was associated with the H. J. Heinz Company of Pittsburgh. Kittel is a 12-year veteran of the pickle industry, having also served as chairman of the research committee for the Pickle Packers Association.

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## Memo from Faygo

by  
**MORTON FEIGENSON**  
President



"Sure we've promoted Faygo to outsell the colas in our stores. It's a top quality line and our profits are better with Faygo."

L. V. Eberhard, president of Eberhard Foods Inc., the 25-store Michigan chain headquartered in Grand Rapids, continued:

"Look at the price competition today, especially in dry groceries. Soft drink profits are more important than ever to us. There are good sound reasons for our putting Faygo first in our promotions."

"Faygo flavors get 20 percent of the space in our pop sections and it's my guess they account for about 35 percent of our total pop sales. Last time I looked, our Faygo movement was running 21 percent ahead of last year."



**L. V. EBERHARD, PRESIDENT  
EBERHARD FOODS INC., GRAND RAPIDS, MICHIGAN**

Eberhard Foods' beginnings go back to 1918 when Mr. Eberhard's mother invested \$35 in some groceries including a 100-pound sack of sugar.

Mr. Eberhard took over the business in February, 1929, on the brink of the Great Depression. In 1939 he opened the first Eberhard supermarket. It was the first to feature magic eye opening doors.

Today there are Eberhard and Eberhard W.E.M. (Warehouse Economy Markets) stores in 12 Michigan cities: Grand Rapids, Lansing, Ludington, Owosso, Big Rapids, Ionia, Cadillac, Manistee, Muskegon, Holland, Lowell and Sparta.

Two of the Grand Rapids stores are former K-Marts, acquired two months ago. Mr. Eberhard, now 71 years old, projects that all his stores will do a better than \$60 million volume in 1973.

He plans to retire, he said, "in the year 2002."

Store-door vendors, said Mr. Eberhard, have made good strides recently in trying to become more cost-competitive with warehouse distribution.

"However," he noted, "their products in returnable bottles still yield less than satisfactory retailer profits." He explained:

"Take a case of cola in 16-ounce returnables. It's comprised of three eight-pack cartons. Including the shell and bottle deposit, we have to invest a total of \$4.05 a case to put the product on the shelf.

"The only right way to compute profit is on total investment. On that basis, our \$4.05 investment yields us a margin of 17 percent, and out of this has come our costs for checking in the bottles from shoppers, handling and storing the bottles, and checking them out to drivers.

"With a warehouse line like Faygo, our margin is 21.7 percent and this includes our costs for getting Faygo into our stores."

## Oleson's Annual Picnic Benefits Michigan College

TRAVERSE CITY—Despite all the talk about rising meat prices and inflation, Gerald Oleson of Oleson's Markets, a four-store independent chain headquartered here, gets meat wholesale and gives it away—once a year.

Oleson and his wife began donating food for a picnic 18 years ago on the Northwestern Michigan College campus in Traverse City. At the time 4,800 persons attend.

Since the college decided to make it an annual event, the Olesons have been providing food for the occasion ever since. About 13,000 persons attended this year. Guests pay \$1.25 a ticket, with all money going to the college for various improvement projects. (The soft drinks are donated by a soft drink company.)

So far, the Olesons estimate that they have hosted about 120,000 picnic guests, not including this year's total. "We are happy to do it," he says. "We are proud of our college and so is everyone else in this city of 20,000 people."

The menu includes 15,000 steakettes, 4,500 pounds of baked beans and barbecue sauce, 28 gallons of catsup, 280 pounds of brown rings, 80 gallons of pickles, 20,000 celery sticks, 20,000 carrot sticks, 20,000 cheese squares, potato salad made up from 110 bushels of potatoes, 8,000 servings of milk, 14,000 cherry ice cream sundaes and various other items

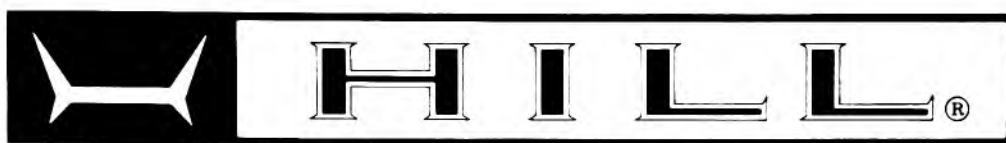
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## THE BELL RINGER

# Auto Population Rising Over People, by 169 Percent

By ALEX BELL

If you read this column, I guarantee that I will not use that nine-letter word "Watergate." So here goes. Of course, if I do run into a hot one, I might mention it.

**How Come Department:** How come when a woman goes to see a doctor claiming she is all tired out, the first thing the "saw bones" does is look at her tongue?

**The Sage of Cedar Rapids,** Dean Durst of G. Hormel's comes up with this goodie. He tells us that one out of every four Americans is unbalanced, Deano, just think of your three closest friends. If they are okay, then you are it.

We see by a news item that a few feminists are getting together in New York to form a new bank. It will have broad-appeal, no doubt.

Gene Matti told us that the stone age is from 16 to 60. Don't forget, Gene, the larger the stone the better she'll like it.

Some statistics copped from the Wall Street Journal. I thought may be interesting to our readers. All U.S. population, up 12 percent. Beef production, up 45 percent. Broiler production, up 68 percent. That is for the years between 1962 and 1972. Now, we will throw another one at you. The years 1947

through 1972, population was up 45 percent, car population, up 214 percent.

If you ever see Bill Bolter of Pepsi-Cola, don't have him tell you his story about the seagull. It is as old as your old columnist, whom Jerry Yono claims is as old as Methusala. Next time you want some Golden Oldies, Bill, see me. I have them all.

Our roommate comes up with this one. Home cooking is something that not enough wives are. Come on mama, that is a dig at a gal I've lived with for 36 years.

Jay Welch tells about the gal who applied for a job as a typist. Jay asked how many words she could type per minute. The would-be typist asked, "Big or little ones?"

Tom Violante told us about a doorman at a club he frequents who made \$1,500 one night — he sold two Buicks.

Tony Becker of Pepsico, Chicago, saw a sign on a used car lot: "Cadillac like new, was driven by a doctor who used it only to make house calls." That is better than Bill Bolter's seagull story.

Mike Giancotti tells us about the guy that was so conceited that he joined the navy so the world could see him. Must have been Humble Howard.

Handsome Harold, the honest chicken man (?) at Eastern Poultry, tells us that there is no smaller package than a man wrapped up in himself. From Confucious, huh, Harold?

Dear John, that's all she wrote.—ACB



BELL

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## S&H Relocates Offices

The Sperry and Hutchinson Company Incentive Operations and the S&H Travel Awards, Inc. is now located in Southfield. A new building housing the S&H Travel Awards, Inc. was dedicated last October.

"National headquarters for Incentive Operations completed its move here from the New York City Sperry and Hutchinson Building to the new S&H building," according to Edwin P. Johnson, vice president, incentive operations. "We are still in the process of relocating some personnel from the New York area but additional staffing is being done with Michigan talent," he added.

"The relocation will help S&H service its clients more efficiently by centralizing functions that heretofore required action from both Detroit and New York. It will also give convenient access to accounts throughout the country."

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**DAGMR HOSTS FARMER JACK** — The Detroit Association of Grocery Manufacturers' Representatives hosted some 20 top executives of Farmer Jack Super Markets, Detroit, May 15 at Vladimir's. Above is a group photo taken of the key DAGMR and Farmer Jack officials at the event.

## ***Gaudino's Imported Foods Moves To New St. Clair Shores Home***

*(See Photo on Cover)*

Gaudino's Imported Foods, a longtime landmark retail establishment on Detroit's east side, has moved into new luxurious quarters at 27901 Harper, St. Clair Shores.

The store, which features various Italian and Middle Eastern foods, was founded by Peter Gaudino, now retired, in 1946. The new owners are Jack Genovesi, his son-in-law, and his wife, Mary, and their children, John and Sandy.

The store has always been centered around its fresh meats department, which includes Italian home-made sausage, the house specialty. It includes a wide variety of imported and domestic cheeses, oils, condiments, olives, seafoods, and 40 feet of shelving containing

macaroni products and gourmet foods.

Also stocked in the store include both domestic and imported wines, and imported baking utensils and dishes.

"We're really pleased with the new location," says Mr. Genovesi. The building features Mediterranean decor both inside and outside.

"I want to stress that this will be a family-run operation. We have always believed that the key to success for the independent merchant depends on the family working together," Genovesi says.

His son, John, a recent graduate of Western Michigan University, will devote fulltime to managing the store and develop new services. His daughter, Sandy, will also spend time helping in the operation.

The logo consists of the word "KOWALSKI" in a bold, sans-serif font, with the "K" being significantly larger and stylized. Below it, the word "SAUSAGE" is written in a smaller, all-caps, sans-serif font. The text is contained within a dark oval shape.

**KOWALSKI**  
SAUSAGE

## The Kowalski Pledge

We at Kowalski will always maintain or exceed the higher meat-ingredient standards of the State of Michigan. We have always taken pride in our products. And we publicly and pridefully reaffirm our philosophy of offering only the best in meats. This is our continued pledge to our customers.

*Randy J. Kowalski*  
President

## Around the Town

Mr. and Mrs. Gene Peare, he's with Squirt-Detroit Bottling Company, an AFD member, just returned from a week's trip to Spain where he represented his company.

AFD vice-president Phil Lauri and his wife (they re with Lauri Bros. Market, Detroit) are about to embark on a two-week trip to Italy soon.

Speaking of traveling, AFD director J. Dick Pryzybylski of Jerry's Food Markets and his family are visiting Poland, the land of his ancestors.

Vic Dina, formerly Chicago branch sales representative for Anheuser-Busch, Inc., an AFD member, succeeds Mel Burkhardt as off-premise field manager for the brewery for Michigan and Ohio. Mel left to join Central Distributors of Beer, Inc., Detroit.

Faygo Beverages, Inc., an AFD member, appointed appointed Martin Moore to the newly created position of general manager, U.S. soft drink manufacturing and packaging operations.

City Poultry Company of Detroit announced it had acquired Lowenstein Poultry and Game Co., institutional, restaurant and markets division.

Congratulations to Jim Herbert regional sales manager of Green Giant's food service division, for nabbing the top award for best all-around presentation of product, from Miesel & Company, out of nine presentations.

Quik-Pik Food Stores, an AFD member, has moved into new offices located at 15160 W Eight Mile Rd., Suite 207, Oak Park, Mich. 48207 The new phone number is 543-2667

Louis A. Denhof, formerly with Sealtest Foods, has been appointed sales manager of Peterson & Vaughan's Saginaw division, according to an announcement by Robert Swanson, president.

James F. Clark, editorial director of The WWJ Stations, an AFD member, has been elected president of the Detroit Press Club.

Richard Evans has been named vice-president and director of marketing and planning for Vernors, Inc., an AFD member, it was recently announced by Jason C. Baker, chairman.

Richard E. Kiratsoulis has been appointed vice-president of finance for Great Scott Super Markets, a newly created position, according to an announcement by Nathan Fink, chairman.

Hygrade Food Products Corp., an AFD member, has announced the appointment of Clyde Riley as executive vice-president, and John Stein as vice-president and general manager of its Detroit processed meats division. Stein succeeds Riley in the position.

Allied Supermarkets, Inc. has announced the promotion of William D. Wisecarver to assistant general manager of Allied's Michigan Wrigley division. He succeeds Howard Ferguson who has become Michigan general manager.

Acme Detroit Food Brokerage, an AFD member, has announced that Lawrence Willenborg has been promoted to food service supervisor. Also, that Mrs. Barbara Hessen has joined the firm.

## Faygo Announces Expansion

A \$750,000 program to upgrade operations in the plant it has occupied in Detroit since 1955 has been announced by Faygo Beverages, Inc., an AFD member.

"This investment is buying increased capacity in our old plant and delaying the time as much as a year before Faygo will have to make a final commitment for a new Detroit area plant site," said Morton Feigenson, company president.

The total program is scheduled for complet by July 1, this year. Its first stage, already underway, will enable Faygo to package pop in quart bottles at a rate of 300,000 bottles per day, or 40 percent faster.

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and partying

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I'm interested. Please send me full information and an application  
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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone No. \_\_\_\_\_

Number of Persons in Party: \_\_\_\_\_



## Merchandising

Acme Detroit Food Brokerage, an AFD member, has been appointed representative of the grocery products division of Pet. Inc., for the greater Detroit, northwestern Michigan, and northwest Ohio areas.

\* \* \*

Droshine Manufacturing Co., an AFD member, has announced a new improved E-Z Klean tool holder for butchers and meat managers, featuring a one-cast aluminum frame.

\* \* \*

Fairfield Farm Kitchens, producers of quality institutional food products and baked goods, has announced the appointment of Graubner & Associates as its broker for southeast Michigan and northern Ohio.

\* \* \*

Harry E. Faught, manager of Trade Relations for Procter & Gamble Co. retired recently after 35 years with the firm. He was succeeded by Malcolm W. Sims.

\* \* \*

The appointment of Paul Inman Associates of Toledo, an AFD member, as its food broker for Toledo and northwestern Ohio was recently reported by Faygo Beverages, Inc., also an AFD member.

\* \* \*

Del Monte Corporation, an AFD member, recently became the first U.S. canner to initiate a federally approved nutritional labeling program. The company



**CHRISTMAS IN APRIL?** — The fourth annual "Christmas in April" presentation of Stiles-DeCrick Company, an AFD member, was held to show the firm's customers the latest in Christmas merchandising ideas, with the Paper Novelty line of Doubl-Glo Christmas trims the feature presentation. Admiring the Christmas tree in a completely outfitted motor home used in the presentation, are Lloyd Miller, left, of Stiles-DeCrick, and Nick Kroon, general merchandise buyer at the Kroger Company.



MICHIGAN'S 1973 March of Dimes fund-raising campaign was boosted by more than \$36,000 when the Pepsi-Cola Metropolitan Bottling Co. (Michigan division) general sales manager John My-natt (left) presented check from proceeds of a special promotion. Accepting the check are Max Gurman, center, Richard Sommer-ville and Ernest Bates of March of Dimes

said the labels of a majority of Del Monte brand foods packed this season will contain a new information panel listing calories, fat, protein, carbohydrate, etc.

\* \* \*

Bontrae, producers of non-meat textured vegetable protein products, now being used as meat substitutes and extenders with hamburger, has appointed Graubner & Associates as its representative for Michigan.

\* \* \*

Faygo Beverages, Inc. has announced that its new radio and TV commercial, "Remember When You Were A Kid," is a big hit. The firm has received thousands of requests for the 45 rpm recording, and hundreds of letters praising the commercial.

\* \* \*

Following a successful introductory test, Miller Brewing Company has introduced a new seven-ounce no-deposit Miller Pony bottle to supplement its regular line of beers.

### Invitation to Manufacturers, Brokers

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





# Do You Have A Bad Check Problem?

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

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

STORE NAME \_\_\_\_\_

ADDRESS .....

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

OWNER'S NAME \_\_\_\_\_

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



# WHO'S YOUR CHOICE FOR SALESMEN OF THE YEAR?

You now have the opportunity to choose or nominate your 1973 candidate for representatives of the year. This is not a popularity contest. We want you to select those representatives who you think best deserve the titles Broker, Wholesaler, Manufacturers' and Driver-Salesman representatives of the year. The men chosen will be honored at the Associated Food Dealers "Annual Awards Banquet," to be held in September.

Man of the Year \_\_\_\_\_

Company \_\_\_\_\_

Broker Rep. of the Year \_\_\_\_\_

Company \_\_\_\_\_

Wholesaler Rep. of the Year \_\_\_\_\_

Company \_\_\_\_\_

Manufacturers Rep of the Year \_\_\_\_\_

Company \_\_\_\_\_

Driver-Salesman of the Year \_\_\_\_\_

Company \_\_\_\_\_

Reason for Nomination \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signed \_\_\_\_\_ Phone \_\_\_\_\_

Store or Firm \_\_\_\_\_ City \_\_\_\_\_

Fill in your nominations form and send to the AFD office at 434 W. Eight Mile, Detroit, Mich. 48220.

# Summertime Is Picnic Time!



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**TAX TOPICS****How Tax Reform Affects Multiple Corporation**

By MOE R. MILLER  
Accountant and Tax Attorney

The substantial tax benefits available to multiple corporations have been severely curtailed by the Tax Reform Act of 1969. As a result the F reorganization has suddenly been thrust into the limelight. Recent court decisions have shown that the F reorganization is a feasible means of combining multiple corporations.

Section 1563, as changed by the 1969 Act enlarges the definition of a controlled group for years ending on or after December 31, 1970. Previously, a controlled group was linked through 80% common ownership by a single individual, estate or trust.

The definition of a "brother-sister" controlled group was expanded to include corporations with 50% common ownership by up to five individuals, etc. Thus, corporations which were not members of a controlled group prior to the 1969 Act may by virtue of the change in definition become component members and become subject to the restrictions imposed upon controlled groups.

Prior to the 1969 Act each member corporation of a "brother-sister" controlled group of corporations was allowed a \$25,000 surtax exemption (subject to a 6% penalty tax) and a \$100,000 accumulated earnings credit. In addition, each member corporation's investment credit limitation was \$25,000 plus 50% of its tax liability in excess of \$25,000, and the additional 20% first year depreciation for each member was limited to \$10,000 of property.

By 1975 the multiple surtax exemptions and the accumulated earnings credits are eliminated. Effective for years ending on or after December 31, 1970, the limits on investment credit and the additional 20% first year depreciation apply not to each member of the group, but to the entire group treated as a single entity. And the same rule pertains to the investment credit restored by the 1971 Revenue Act.

As a result of these reforms, corporations owned by identical interests which were formed to take advantage of multiple corporation status may now find such status working to their disadvantage. One question which might be posed is: How do I put these corporations back together again? The A and C reorganizations are two alternatives. The less obvious but more desirable approach may be the F reorganization.

The advantages of an F reorganization can best be summarized by analyzing how its effects differ from those of the A and C reorganizations. In an F reorganization Reg. 1.381 (B)-1(a)(2) provided

that the "acquiring corporation is treated just as if the transferor corporation would have been treated if there had been no reorganization."

In an A or C reorganization the net operating loss of the transferor corporation may be carried over subject to reduction if the shareholders of the loss corporation emerge with insufficient ownership of the acquiring corporation. In neither case may a loss of the acquiring corporation be carried back to a taxable year of the transferor corporation.

However, in an F reorganization a loss can be carried over and back almost without restriction as the corporation is treated as if there has been no reorganization. It is important to note that for purposes of Sections 381 and 382, B, E, and F reorganizations are treated as if no reorganization had occurred.

The statutory language of an F reorganization is a "mere change in identity, form, or place of organization."

Continuity of ownership and continuity of business enterprise are the only indicia of an 'F' reorganization, regardless of the number of the merging transferor corporations.



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# Support These AFD Supplier Members

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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
Reed, Roberts Associates	559-5480
Retail Grocery Inventory Service	399-0450
Washington Inventory Service	577-1272

## BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	522-1100
Farm Crest Bakeries	875-6145
Grennan Cook Book Cakes	825-1900
Grocers Baking Company (Oven-Fresh)	537-2747
Holiday Delight Cheese Cake	894-6011
Independent Biscuit Company	584-1110
Keebler Company	535-4660
Koeplinger's Bakery, Inc.	564-5737
Magnum 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
L & L Wine Corporation	491-2828
Mavis Beverages	341-6500
National Brewing Company (Altea)	921-0440
O'Donnell Importing Company	386-7600
Pepsi-Cola Bottling Company	366-5040
Jos. Schlitz Brewing Co.	522-1568
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	582-4360
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	342-4080
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.	626-8300
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
New Port Food Co. (Imported meats)	561-2200
Gene Nielsen and Assoc. (Institutional)	646-3074
Northland Food Brokers	342-4330
Peterson & Vaughan, Inc.	838-8300
The Pfeister Company	355-3400
Sabakian & Sain	962-3533
Sherman & Company	557-9191
Soain Sales Company	963-8585
Stark & Company	358-1800
Stiles-DeCrick Company	884-4140
James K. Tamakian Company	352-3500
Jack Tindall Distg. Co. (G&W pizza)	863-9022

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) 673-2639
Stroh's Ice Cream	961-5840
Twin Pines Farm Dairy	834-1100
United Dairies, Inc.	861-2800
Vroman Foods, Inc.	(419) 479-2261
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Son Dairy	895-6000

## COUPON REDEMPTION CENTER

Associated Food Dealers	(313) 542-9550
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## DELICATESSEN

Detroit City Dairy, Inc.	868-5511
Home Style Foods Company	874-3250
Leon's Home Made Foods	(517) 489-3766
Dudek Deli Foods (Quaker)	891-5226
Specialty Foods Company	893-5594

## EGGS AND POULTRY

Detroit Live Poultry Company	831-4300
Eastern Poultry Company	961-0707
Farm Pride, Inc.	272-7360
Linwood Egg Company	345-8225
McCully Egg Company	455-4480
Orleans Poultry Company	833-1847
Water Wonderland Egg Corporation	789-8700

## FISH AND SEAFOOD

Hamilton Fish Company	963-7855
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## FRESH PRODUCE

Andrews Bros. of Detroit	841-7400
Ciaramitaro Bros.	963-9064
Cusumano Bros. Produce Company	921-3430
North Star Produce	463-3484
Ted Spagnuolo Produce	884-0696
T-P Produce	573-6875

## INSECT CONTROL

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

## LINEN SERVICE

Economy Linen Service	843-7300
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	832-2900
Detroit Veal & Lamb, Inc.	962-8444
Bob Evans Farms, Inc.	422-8000
Feldman Brothers	963-2291
Flint Sausage Works (Salaya)	(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.	837-8200
Mangiapane Meats	921-8830
Oscar Mayer Company	837-5744

Oak Packing Company	961-2160
Peet Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Company	368-3110
Peter Eckrich & Sons, Inc.	531-4466
Peters Sausage Company	271-8400
Popp's Packing Company	365-0020
Regal Packing Company	875-6777
Ruoff, Eugene Company	963-2430
Tamaren Beef Company, Inc.	871-4210
Van Dyke Steak Company	875-0766
Weeks & Sons (Richmond)	727-2525
Webbs Meats, Inc.	832-3150
Winter Sausage Manufacturers	777-9080
Wolverine Packing Company	963-0153

## 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.	539-7910
Ludington News Company	925-7600
Rust Craft Greeting Cards	534-4464
Perfect Plus Inc.	961-6381

## POTATO CHIPS AND NUTS

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

## PROMOTION

Action Adv. Distg. & Mailing Company	964-4600
Bowlus Display Company (signs)	278-6288
Green 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
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## STORE SUPPLIES AND EQUIPMENT

Akers Refrigeration	557-3262
Almor Corporation	539-0650
Butcher & Packer Supply Company	961-1250
C & J Barbeque Sales (Oven King)	838-3701
Detroit Mini-Safe Company	372-9835
Double Check Distributing Company	352-8228
Droshine Manufacturing Co.	852-1880
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	871-2000
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 Reliab Shop	925-5979
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	(517) 823-2511
Viking Food Stores	(616) 722-3151
Abner A. Wolf, Inc.	584-0600



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## Group Blue Cross - Blue Shield Available To All AFD Members And Their Employees

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

For those members who are not on our Blue Cross hospital insurance plan, call the AFD office so we can explain how you can participate. Retailers who are not yet members of the Associated Food Dealers, call our office at (313) 542-9550 to join our association (now over 2,300 members strong) and be eligible for our many programs and services.

### MEMBERSHIP APPLICATION

Name of Firm .....

Address .....

City .....

Owner's Name .....

Check One: Retailer ☐ Supplier ☐

Do you wish Blue Cross Coverage?

Yes ☐ No ☐

### *An Invitation to Join A.F.D.*

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

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