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.
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. Bashar, Jr., will formally install the association’s officers and directors. Some 1,500 persons are expected to be on hand for the event.
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!
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**

**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**

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


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.
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 Clexton, 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.

Clexton 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
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.

*100 each in Boston, Des Moines, Memphis and Seattle
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

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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 Cassella 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, Cassella, 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.
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.

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 Pink, 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 WHOLESALER...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 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)
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.

Procter & Gamble
Good communications lead to better understanding and mutual confidence.

Free with every brand:
ideas that work.
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.
and Directors

Edward Deeb
Executive Director

George Bashara, Sr.
Legal Advisor

Lafayette Allen, Jr.
Allen's Super Mkt.

Alex Bell
Village Food Mkt.

Sidney Brent
Kenilworth Super Mkt.

Wilson Boyd
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Sam Cosma
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Paul Felice
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Louis George
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Michael Giancotti
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Sid Hiller
Shopping Center Mkt.

Donald LaRose
Food Giant Super Mkt.

Gene Matti
Town Square Mkt.

Moyed Najor
Publix Super Mkt.

R. Jerry Przybylski
Jerry's Food Mkt.

Ray Shoulders
Shoulders Mkt.

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Tom Violante
Holiday Super Mkt.

Jay Welch
Hollywood Super Mkt.

William Welch
Hollywood Super Mkt.

Jerry Yono
Imperial Quality Mkt.

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
21113 CIVIC CENTER DRIVE • SOUTHFIELD, MICHIGAN 48075
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.
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
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 pocketbooks. In fact, he staggered 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)
COCA-COLA. THE MORE WAYS THEY CAN BUY IT, THE MORE PROFIT YOU CAN MAKE.

A big part of all Store Profits come from soft drink sales. Given the choice, your customers will choose to buy Coca-Cola as many ways as you choose to sell it to them. From your cooler, to your dump bin, to your vault, to your dispenser of frozen Coca-Cola, Coke can give you one continuous sales and profit story. Call your representative for Coca-Cola. He’ll advise you which ways to sell Coke are best for your customers, your store, and your profits.

YOU CAN MAKE THE MOST WHEN YOU SELL THE BEST. COCA-COLA.
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.

---

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

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

WWJ RADIO ONE
WWJ-TV 4
WWJ-FM MUSIC ONE 97.5

Borateem Plus
The Bleach Substitute

MAXWELL HOUSE

Prince Elbows

Campbell's Tomato Soup

Coke

Progresso Beef Ravioli

PARKAY

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 Knillans, 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. Hiltzburger, 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. Barstein, president, Seaway Foods. Bedford Heights (O.) wholesaler.

"We feel 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: "Competition, the store-door method of pop delivery is ready for burial. A post mortem won't be necessary to determine the cause of death."
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?
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”

Mr. Grocer...
Good Cooks Use
CLABBER GIRL

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

Twelve Pack Cold Packs

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

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

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

© The National Brewing Co. of Baito., Md. at Detroit, Mich. Also Phoenix • Miami
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.
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 if 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.
MIDWEST REFRIGERATION...your one stop source

Installation of TYLER Equipment By —

MIDWEST REFRIGERATION CO.
OUR CUSTOMERS ARE OUR BEST SALESMEN!

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

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

460 HILTON RD. • FERNDALE, MICH. 48220 • Phone (313) JO 6-6341
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.
very major newspaper town, giant about Detroit.

NT: Not to mention the fact you can spend nearly five times as much using the morning paper and still reach fewer people based on a 1000-line ad at published rates.

J: Okay, okay. But if I’m not mistaken, you sell a lot of corn and peas and carrots to the quality food audience. How do you get to them?

SIMMONS: The News reaches 35% more three adults with $15,000 household incomes than does its competitor. 74% more on 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 Koepplinger'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 Koepplinger'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 Koepplinger varieties.
Consumer demand for Koepplinger's famous breads is strong. And we're going to keep it that way. Because we're continuing to back Koepplinger'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.

Koepplinger'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.
Distribution 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 good 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:


— Canned and Frozen: The value of production of

(Continued on Page 62)
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 profession, 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 to that time, Jersey had acquired Rusebud, 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.”

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MSU Judgers 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.

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- 5 Additional Control Totals
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- Gross Group Total
- Quantity Extension
- Automatic Recall Repeat
- Credits & Refunds
- Net Sales Total
- Net Cash Total
- Paid Out Total
- Rec'd on Acct.
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- Cash Loans & Pick Up Totals
- Printed Transaction Counters
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you ought to know a DETROIT BANK-er
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1961</td>
<td>6.5</td>
</tr>
<tr>
<td>1962</td>
<td>8.1</td>
</tr>
<tr>
<td>1963</td>
<td>7.5</td>
</tr>
<tr>
<td>1964</td>
<td>6.6</td>
</tr>
<tr>
<td>1965</td>
<td>6.7</td>
</tr>
<tr>
<td>1966</td>
<td>6.4</td>
</tr>
<tr>
<td>1967</td>
<td>5.5</td>
</tr>
<tr>
<td>1968</td>
<td>6.6</td>
</tr>
<tr>
<td>1969</td>
<td>7.1</td>
</tr>
<tr>
<td>1970</td>
<td>11.3</td>
</tr>
<tr>
<td>1971</td>
<td>14.5</td>
</tr>
<tr>
<td>1972</td>
<td>15.2</td>
</tr>
</tbody>
</table>

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.
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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:

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—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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Flour</td>
<td>cwt.</td>
<td>$8.80</td>
<td>$6.65</td>
<td>+32.3</td>
</tr>
<tr>
<td>Coffee (Santos)</td>
<td>lb.</td>
<td>$.575</td>
<td>.440</td>
<td>+50.7</td>
</tr>
<tr>
<td>Sugar refined</td>
<td>lb.</td>
<td>.1315</td>
<td>.1300</td>
<td>+1.2</td>
</tr>
<tr>
<td>Butter 92 score</td>
<td>lb.</td>
<td>.687</td>
<td>.687</td>
<td>-</td>
</tr>
<tr>
<td>Eggs large white</td>
<td>doz.</td>
<td>.535</td>
<td>.305</td>
<td>+75.4</td>
</tr>
<tr>
<td>Broilers</td>
<td>lb.</td>
<td>.335</td>
<td>.290</td>
<td>+15.5</td>
</tr>
<tr>
<td>Pork Bellies</td>
<td>lb.</td>
<td>.500</td>
<td>.365</td>
<td>+37.0</td>
</tr>
<tr>
<td>Hogs</td>
<td>cwt.</td>
<td>34.00</td>
<td>26.70</td>
<td>+27.3</td>
</tr>
<tr>
<td>Beef Choice</td>
<td>cwt.</td>
<td>41.60</td>
<td>36.00</td>
<td>+15.6</td>
</tr>
<tr>
<td>Wheat</td>
<td>bu.</td>
<td>2.5925</td>
<td>1.5613</td>
<td>+66.0</td>
</tr>
</tbody>
</table>

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 $95 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)
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.

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 desirably 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 34 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)
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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.


HARTZ MOUNTAIN, INC., producers and distributors 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 service 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.

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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.
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.
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.
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 businessmen 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.

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230 Million Bottles Recycled By Glass Container Industry

The nation's glass container manufacturers re­
claimed 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 re­
cycled bottles for the first nine months of 1972
totaled more than 691 million, almost 50 per cent
higher than the 463 million containers reclaimed dur­
ing 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 experi­
mentally as a major raw material in the manufacture
of various secondary products, such as construction
panels, bricks and building blocks, glass wall insula­
tion, terrazzo tile flooring and glasphalt, a blacktop
paving material containing crushed glass aggregate.

EXTENSION MARKETING STAFF of Michigan State Univer­
sity was the recent recipient of the 1972 State Award for teamwork
in educational workshop projcts. Workshop participants, pictured
above, are, from left: Ronald Beach, MSU agent; George Stach­
wick, program director; Carl Hoyt, agent; Quentin Ostrander,
agent; John Trocke, agent; and Carl Antle, agent.
$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 70's, 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.
Birth Defects are forever...unless you help.

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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.

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?

{Edenote: "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?


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

* * *

Jay Welch tells us 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 tov’n 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
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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 Com Associates, director; Joseph Cucco, Diamond Crystal Salt Co., director; Steve Millinchuk, 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.)
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:

<table>
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<tr>
<td>Single</td>
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<tr>
<td>Single and over 65</td>
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<td>Married filing jointly</td>
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<td>Married one spouse</td>
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<tr>
<td>over 65</td>
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<tr>
<td>Married both spouses</td>
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</table>

   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.

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 pseudocorporation 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.

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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
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<table>
<thead>
<tr>
<th>Category</th>
<th>Company Name</th>
<th>Contact Information</th>
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<td>Magnus Foods (Bays Muffins)</td>
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<td>Seagram Distillers Co</td>
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<td>O'Donnell Importing Company</td>
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<td></td>
<td>Detroit Refrigeration Company</td>
<td>894-6300</td>
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<td><strong>POTATO CHIPS AND NUTS</strong></td>
<td>Associated Food Dealers</td>
<td>(313) 542-9550</td>
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<td><strong>SPICES AND EXTRACTS</strong></td>
<td>Associated Food Dealers</td>
<td>(313) 542-9550</td>
</tr>
<tr>
<td><strong>STORE SUPPLIES AND EQUIPMENT</strong></td>
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<td>(313) 542-9550</td>
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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?
# Advertisers' Index

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

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<table>
<thead>
<tr>
<th>Brokerage Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACME-DETROIT FOOD BROKERAGE, INC.</td>
<td>4241 Maple Avenue Dearborn, Michigan 48126</td>
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<td>ALLSTATE SALES — MARKETING INC.</td>
<td>18441 W. McNichols Detroit, Michigan 48219</td>
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<td>APOLLO BROKERAGE COMPANY</td>
<td>595 Forest Plymouth, Michigan 48170</td>
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<td>15871 Schaefer Detroit, Michigan 48227</td>
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<td>ESTABROOKS MARKETING CO.</td>
<td>17550 W. 12-Mile-Suite 1-C Southfield, Michigan 48075</td>
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<td>TOM FANCORP ASSOCIATES</td>
<td>18621 W. 7-Mile Road Detroit, Michigan 48219</td>
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<tr>
<td>JOHN HUETTERMANN &amp; SON</td>
<td>20550 Vernier Road Harper Woods, Mich. 48225</td>
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<tr>
<td>PAUL INMAN ASSOCIATES, INC.</td>
<td>P.O. Box 615 Franklin, Michigan 48225</td>
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<td>INTERSTATE MARKETING CORP.</td>
<td>16151 James Couzens Hwy. Detroit, Michigan 48221</td>
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<td>BOB JONES ASSOCIATES</td>
<td>19150 W. Ten Mile Road Southfield, Michigan 48075</td>
<td>352-4442</td>
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<td>PAUL KAYE ASSOCIATES</td>
<td>18977 W. 10-Mile Road Southfield, Michigan 48075</td>
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<td>GEORGE KEIL ASSOCIATES</td>
<td>9185 Greenfield Road Detroit, Michigan 48228</td>
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<td>KNOTT &amp; MCKINLEY INSTITUTIONAL MARKETERS, INC.</td>
<td>24680 Swanson Southfield, Michigan 48075</td>
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<td>HAROLD M. LINCOLN COMPANY</td>
<td>26711 Northwestern Highway Southfield, Michigan 48076</td>
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<td>LYON SALES COMPANY</td>
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<td>McMAHON &amp; MCDONALD, INC.</td>
<td>23943 Industrial Park Drive Farmington, Michigan 48024</td>
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<td>MARKS &amp; GOERGENS, INC.</td>
<td>20245 W. Twelve Mile Road Southfield, Michigan 48075</td>
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<td>HARRY E. MAYERS ASSOCIATES</td>
<td>21711 W. Ten Mile Road Southfield, Michigan 48075</td>
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<td>MID-AMERICA FOOD BROKERS, INC.</td>
<td>20065 James Couzens Hwy. Detroit, Michigan 48235</td>
<td>342-4080</td>
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<td>NORTHLAND FOOD BROKERS</td>
<td>19466 James Couzens Hwy. Detroit, Michigan 48225</td>
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<td>PETERSON &amp; VAUGHAN, INC.</td>
<td>17043 Schoolcraft Ave. Detroit, Michigan 48227</td>
<td>828-6800</td>
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<td>THE PFEISTER COMPANY</td>
<td>21415 Civic Center Drive Southfield, Michigan 48075</td>
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<td>BOB REEVES ASSOCIATES</td>
<td>7131 Schaefer Highway Dearborn, Michigan 48126</td>
<td>582-0460</td>
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<td>RENNIE BROKERAGE, INC.</td>
<td>2411 Fourteenth Street Detroit, Michigan 48219</td>
<td>961-3080</td>
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<td>SAHAKIAN &amp; SALM</td>
<td>1448 Wabash Avenue Detroit, Michigan 48216</td>
<td>962-3533</td>
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<td>STARK &amp; COMPANY</td>
<td>24472 Northwestern Hwy. Southfield, Michigan 48075</td>
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<td>STILES-DERICK COMPANY, INC.</td>
<td>18520 E. Warren Detroit, Michigan 48236</td>
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<td>SULLIVAN SALES, INC.</td>
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<td>JAMES K. TAMAKIAN COMPANY</td>
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<td>UNITED BROKERAGE COMPANY</td>
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<td>MORT WEISMAN ASSOCIATES</td>
<td>25820 Southfield Southfield, Michigan 48075</td>
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<td>NED WEITZMAN ASSOCIATES</td>
<td>12100 Greenfield Road Detroit, Michigan 48227</td>
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<td>WILLS &amp; COMPANY, INC.</td>
<td>18431 W. McNichols Road Detroit, Michigan 48219</td>
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**DETROIT FOOD BROKERS ASSOCIATION**

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