Lou Vescio, New AFD President

Under the direction and leadership of Phil Lauri of Lauri Bros. Super Market, the AFD continued its record growth both in size, stature and accomplishments. In 1975, the president's gavel is turned over to Lou Vescio of Vescio Super Markets, Saginaw, who promises to keep the AFD on the move.
AMONG DETROIT’S WOMEN, THE NEWS IS THE DOMINANT PAPER. PERIOD.

No ifs, ands, or buts about it, we reach the people who buy the food.

Of all adult women in Detroit’s SMSA, 52% read The News. The Free Press, only 34%. On Sunday, the margin is even wider, 61% to 38%.

A lot of our women readers are pretty well set financially, too. Among women with household incomes of $20,000 plus, The News reaches 55%. The Free Press, 40%. And on Sunday, it's 64% to 45%.

Among women who work, 50% read The News daily. Compared to 40% for the Free Press. On Sunday, we reach 65%. The Free Press, just 42%. And look at the totals among housewives. Daily, 53% read The News. The Free Press, 31%. And on Sunday, we increase our lead... 61% to 37%.

All this information is good food for thought. The main thing to digest, though, is that The News is the dominant newspaper in town. Maybe that's why The Detroit News carries the bulk of the food lineage run in major newspapers in Detroit's SMSA.

The 6 county Detroit SMSA is just 1/15th of the state's total land area, but it's where 50% of Michigan's population lives. And where 50% of Michigan's food sales are made.

In Detroit's SMSA, The News reaches 53% of all adults daily. The Free Press, 37%. On Sunday, we pick up even more people, reaching 61%. The Free Press, however, reaches only 38%.

If you've read this far, you should have the idea that we dominate the female market in Detroit's SMSA. Which we do. Absolutely. For sure. No doubt about it. Period.

The Detroit News
Largest evening newspaper circulation in America.

Review of AFD Involvement, Action Programs

The following is a year-end review of the numerous major action programs, projects and involvement of the Associated Food Dealers during 1974. It also includes some of the major developments which occurred in, and affected, our industry. This report was compiled by AFD president Phil Lauri and executive-director Edward Deeb.

JANUARY

The year began with the AFD cooperating with Detroit Edison Co., urging all members to help conserve electrical energy during the energy shortage. The AFD testified against House Bill 4926 during a hearing of the Michigan House in Southgate; the bill would have required a 10 cent deposit on all beverage containers.

In cooperation with the U. S. Treasury Dept., the AFD advised members of the new supplemental gold-colored Social Security checks, and procedures for handling them. Teamsters Local 337 struck five major Detroit area food chains and one wholesale company; with 2,500 drivers and warehousemen walking off jobs. Some stores began laying off store employees as supplies at retail dwindled. Independents reported increased pressures of serving additional customers. Strike ended Jan. 28.

Phil Lauri of Lauri Bros. Super Market, Detroit, was elected the new AFD president, succeeding Ray Martyniak of Ray’s Prime Meat stores. Robert Kunz of Mid-America Food Brokers, succeeded John Kimball of McMahon & McDonald as new president of the Detroit Food Brokers Assn. Charles Briehof of WOTV, Grand Rapids, was elected the new president of the Grocery Manufacturers’ Representatives of Grand Rapids. Stanley Thayer was re-appointed chairman of the Mich. Liquor Control Commission.

FEBRUARY

Conducted the Associated Food Dealers' 9th Annual "Grocers Week in Michigan," a statewide promotion sponsored by AFD in behalf of the food industry. Gov. William Milliken issued a proclamation to that effect, as did most of the Mayors of Michigan cities. Highlight of the week-long celebration was AFD's 58th Annual Food Trade Dinner, held Feb. 19 at the Raleigh House with over 1,300 persons on hand.

Rep. Frank Wierzbicki presented AFD with a joint resolution passed by the State House and Senate commending the AFD for its contributions to the industry and the community. Judge George Bashara Jr. installed the new AFD officers and directors at the event. Durant Enterprises, Inc. acquired all of the common stock of Hamady Food Stores, Flint, in a cash transaction. Ray Pinna was re-named president and Albert Kessell was named vice-president and treasurer.

AFD warned retailers of a new con game "larceny by trick", as depicted in the movie "Paper Moon," and of a rash of bogus $10 bills being circulated in the area. The Federal Trade Commission announced it lacks resources to conduct special surveys, which was being duplicated by USDA and the Dept. of Labor. AFD had opposed the survey from inception. Jack Grifo of Superior Potato Chips was the grand prize winner of the Mark IV auto during AFD's "Dollars For Scholars" dinner raffle.

The AFD launched two new committees at this time - (1) a Task Force on Crime and (2) a Suppliers and Vendors Committee. Grifo volunteered to head up both committees for AFD. Ed Deeb appeared on WWJ-TV7 and WWJ-TV4 to discuss increasing food prices. Later, he appeared on WWJ Radio's "Guestcall" program to provide consumers with food shopping tips.

MARCH

Members of the Amalgamated Meatcutters & Butchers Union, Local 26, struck four Detroit area pork processing plants, forcing walk-outs by some 800 employees. AFD published its Annual Soft Drink and Beer Survey in our newsletter, The Food-A-Gram. Baby foods pioneer Daniel Gerber died at his Fremont, Michigan home. He was 75.

Ira Wilson & Sons Dairy appealed to the Detroit Board of Zoning Appeals to reverse an earlier decision that allowed the expansion of the firm's facilities. The appeal eventually was reserved later in the year. In testimony before the State House Appropriations Committee, Lansing, the AFD urged passage of the bill to increase retail liquor markups to 15%. Brewers and bottlers at Stroh Brewery Company, members of Teamsters Local 181, struck the firm, closing the brewing operations.

Supermarket magazine ran a full-page feature story on the success of AFD's Grocers Week promotion. Ed Deeb appeared on WINE and WOOD radio stations to discuss food shopping tips, and during the month he also addressed the Southeast Exchange Club of Detroit. March 19 Deeb also appeared on "AM Detroit," WWXY-TV7 on the same subject.

AFD also had appearances on WWJ-TV4 and WWXY-TV7 to outline the association's efforts to curb the growing crime problem.

APRIL

AFD hosted 150 Legislators and other government officials at the association's 3rd Annual Evening With the Legislators in Lansing. Oakland County Circuit Judge William Hampton ruled that secondary boycotts are illegal in Michigan in a suit brought against the United Farm Workers by A & P Food Stores. Cost of Living Council lifted wage price controls on supermarkets, food processors and all other retail and wholesale segments of the food industry.

President Phil Lauri and Ed Deeb attended the Liquor Control Commission hearing in Lansing regarding beer breakage... Ann Arbor food and beverage dealers who had contested that city's non-returnable beverage container ordinance, won relief in a decision handed down by Washtenaw County Circuit Court Judge Edward Deake. The judge permanently enjoined the city from enforcing the ordinance.

Wayne County's Board of Commissioners adopted a resolution requiring the state to ban oneway containers in Michigan. A hearing to discuss the action, AFD and other groups opposed the action.

MAY

AFD called on the Michigan Liquor Control Commission to permit exchange or refund of damaged beer containers by brewers and distributors to retailers, at a special hearing held in Lansing. LCC Chairman Stanley Thayer indicated at the hearing the Commission had already acted favorably on AFD's request and would issue a written order on it. Writing in the May issue of The Food Dealer, E. Finsilver of Fin Brokerage, explained the need for the fish industry to stabilize itself once again.

The new Federal Minimum Wage Bill, jumping the minimum wage to $2 an hour, went into effect May 1. The AFD staff participated in the Wayne County Career Vocational Conference, held at the U-M Dearborn campus. Also, AFD participated in the Ferndale High School Career Symposium. AFD officials Tom Violante and Ed Deeb participated in a career workshop at Frost Junior High School, Oak Park. May 28, Deeb addressed the Industrial Editors Association of Detroit, his subject: "The Need For Better Communications."

Clarence Adamy, president of the National Association of Food Chains, was the featured speaker at the annual seminar sponsored by MSU's Food Systems & Economic Management Program. AFD opposed H. B. 5848, which would have permitted a new 3/4-gallon size of milk container to be used and sold in Michigan, on the grounds it was not in the best interest of consumers nor food merchants.

JUNE

A penny shortage cropped up around the nation, with many retailers resorting to scrip. The U. S. Mint offered citations to citizens who turned in pennies. Gov. Milliken signed into law HB 4891, permitting package liquor licensees to increase markups from 11 1/2 to 15 percent. The bill, strongly backed by the AFD, was the first one in 8 years that an increase in markups was afforded retailers.

AFD and Kroger Company officials met (Continued on Page 10)
SOFT DRINKS
AND MIXERS

SQUIRT - the premium quality soft drink that moonlights as a mixer. Made with real Squirt Fruit fresh off the tree.
HIRES - the honest root beer, famous since 1876.
NESBITT'S - made from the juice of real oranges.
UPTOWN - lemon lime at its best.

SQUIRT-DETROIT
BOTTLING COMPANY
PHONE: JO. 6-6360

THE FOOD DEALER
Volume 48 - No. 9
Copyright, 1974
Official Publication of
THE ASSOCIATED FOOD DEALERS
434 West Eight Mile Rd. - Detroit, Michigan 48220
Phone: 542-9550
EDWARD DEEB, Editor
JUDITH MacNICOL, Office Secretary
RENE' SANDERSON, Insurance Secretary

OFFICERS - 1974
PHIL LAURI, President
Lauri Bros. Super Market ...................... Detroit
*RAY MARTYNIK, Chairman
Ray's Prime Meat Stores ................. Trenton
LOUIS VESCOIO, Vice President
Vesco Super Markets ............................ Saginaw
PHIL SAVERINO, Vice President
Phil's Quality Market ......................... Detroit
EDWARD ACHO, Vice President
J-A Super Market ............................... Detroit
JERRY YONO, Treasurer
Imperial Quality Markets ...................... Detroit
EDWARD DEEB, Executive Director
GEORGE BASHARA, Legal Advisor

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

*Past Presidents
The Sounding Board

To the AFD:

A while has passed since the tragic moments in my family's life. I will never stop thinking that my father, brother and uncle were victims not of life, or fate, but rather, a vulnerable business in a falling city.

I will remain bitter toward the City of Detroit itself, infinitely asking, "Do we change crime prevention tactics or genetics?" To me, Detroit is just a smoldering site, where people can no longer climb out of violence or evil, because they have long discovered that it is insanely profitable.

My father's story is a classic. He came to this country as a young immigrant in 1938. In 1946, he gambled and bought a small grocery store on Benson and Ellery Sts. For 28 years, my father worked to build better for his children. He did build better, as he couldn't have been prouder of his son Michael, an aspiring law student. But the irony of it all is the fact that Michael, who was only "helping out" while in semester break, was murdered at the hands of the criminality he so laboriously studied.

I would like to think that my family did not die in vain; that the impact was strong in the streets and neighborhoods of Detroit. But the most sad reality is that since Oct. 1, more inner-city grocers have fallen victims to Detroit's crime. I am also referring to the audacity of neighborhood groups suggesting that the inner-city grocers live within the "ruins," bank at black banks, and of the most outrageous health implications of the food they buy.

I wish I could see that there has been stronger police protection, and action in the mayor's office. But as it

(Continued on Page 11)
Credit Sales Coming?

Not many consumers realize it, but over 70 percent of all checks are cashed in the local grocery, supermarket and other retail establishments.

In addition, many police officials have expressed the view that since the retail food and beverage store still deals with cash, this is one of the main reasons for the growing amount of holdups and break-ins.

With the above in mind, it is no wonder then that some banks and savings and loan institutions have been experimenting by placing mini-branches in supermarkets to help alleviate the check-cashing problems, notably in California and Nebraska. Meijer's Thrifty Acres is already experimenting with the idea in Michigan.

When you consider high volume stores, as Sears, Roebuck, Montgomery Ward or Hudson's it is again no wonder that some retailers are even considering going directly into banking business by opening their own branches, although such a move is unlikely today.

The trend to bank in food stores, or even toward the use of credit cards, will get a big boost if a proposed Michigan restriction by the Michigan Financial Institutions Bureau is waived. The MFIB considers any store branch or "automatic teller" to be a branch of a bank.

Also, according to current Michigan law, a bank cannot open a branch office more than 25 miles from its main office. If the automated tellers are not considered bank branches, then they could be installed in Michigan markets.

Another option being considered is electronic banking, whereby shoppers can transfer funds from a savings account into a checking account ... or even directly into a retailer's account instantly, by use of special credit cards.

The future of the retail food stores appears interesting indeed. Adoption of any or all of the plans would revolutionize our present operations, and put retailers directly into the electronic era.

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

From one beer lover to another.
Unstable Economy Stands Out in 1974

By PHIL LAURI

This is my final column of the year, and as president of the Associated Food Dealers, all I can say is, how quickly the year went by and how busy it was for the AFD and all food and beverage distributors.

Usually, the presidents review the year's activities in their final message. But since there is a comprehensive review of the AFD projects, involvement and activities on Page 3 of this issue of The Food Dealer, this will not be necessary.

As I look back over the year there are a few things that stand out and should be mentioned. They include general inflation, high unemployment, and an unstable economy, rising sugar prices, to mention a few.

I am also personally proud that the AFD played such an important role in increasing the profit mark-up for package liquor retailers to 15%. This was the first increase in eight years.

In closing, I wish to say it was a real pleasure and honor to serve as president of the AFD. The office and responsibilities of president has brought to me a far greater understanding of our industry as well as the operations of the AFD. Very few people I am sure, fully realize the numerous problems we attempt to resolve on a day-to-day basis. We're always ready to help our members and defend our industry.

At this time, I wish to thank all of the officers, directors, members and friends who assisted me during this year, including our supplier companies who supported our events and activities.

I also wish to say a special “thank you” to Ed Deeb and the AFD administrative staff. They worked closely with me and made my job that much simpler.

Without all of your help, our many successes in this record year would not have been possible.

Thank you and best wishes for a happy and successful 1975.
Continental will put your product “on the map” in a 5 billion dollar market

With five strategically located sales offices and a staff of 40 food sales veterans, Continental can put your product “on the map” and on the shelves of over 10,000 chain and independent grocery outlets in Michigan, northern Ohio and Indiana.

Continental Food Brokers have earned an enviable reputation for service to important retailers, wholesalers and institutional accounts in the vital Michigan and border states market. This reputation stems from a dedication to service to the needs of retail and wholesale buyers of foods, non-foods as well as groceries and confections.

Put this dedication to work for you to get your share of this growing market. If you don’t want to take Continental’s word for it . . . contact any of the following principal accounts they represent:

**Groceries, Frozen Foods, Confections:**
- Best Foods Dressings and Mayonnaise
- Burny Bros. Frozen Baked Goods
- Clark Candy
- Fisher Nuts
- G & W Pizza
- Gebhardt Mexican Foods
- Habitant Soups
- Hills Bros. Coffee
- Holloway Candy
- Kobey Shoestring Potatoes
- La Choy Chinese Foods
- Liberty Cherries
- Lowrey’s Prepared Meats
- Mario Olives
- Mother’s Cookies
- Richardson Mints
- Skippy Peanut Butter
- Switzer Licorice
- Zachary Chocolate Candies

**Non-Foods:**
- Allison Manufacturing Company (T-Shirts)
- Chicago Specialty Plumbing Supplies
- Melnor Industries, Inc. (Lawn Sprinklers)
- R. C. Industries (Fire Extinguishers)
- Spiegel Industries Corp. (Closet Supplies)
- Zephyr Mops and Brooms

Call us collect for information at (313) 255-5880

Continental Food Brokerage Co.
17501 W. Eight Mile Rd., Detroit, Michigan 48235
Sales Offices: Flint, Michigan; Grand Rapids, Michigan; Fort Wayne, Indiana; Toledo, Ohio
**YEAR IN REVIEW**

*Continued from Page 3*

with representatives of the Jefferson-Chalmers Citizens Council of Detroit to discuss ways to attract new supermarkets to the inner-city. The group also urged Kroger to rebuild a Bi-Lo unit which had burned down in the area.

WJBK-TV2, WWJ-TV4 and WXYZ-TV7 each carried interviews of Jack Grifo and Ed Deeb concerning the AFD's efforts to fight crime and launching of the Task Force on Crime. ... The Boys Club of Royal Oak honored the AFD for outstanding service in behalf of youth and the community. Ed Deeb addressed the Ann Arbor Rotary Club on the subject of inflation and rising food prices.

**JULY**

AFD's Task Force on Crime met with Detroit Police Chief Philip Tannian to outline the growing crime problems facing retailers and vendor firms. The Task Force also urged the city to alleviate parking problems, or face the possibility some firms would discontinue deliveries in high crime areas. The AFD at this time also announced the formation of a Reward Fund in behalf of members.

FTC announced that Detroit was one of six cities across the nation to be investigated for food price competition and concentration of ownership of area stores. William Lee, head of B&C Markets, Chiboygan, was elected president of NARGUS. July 15, Ed Deeb appeared on WWJ Radio's "Guestcall" program on rising meat prices. Later, he appeared on WJBK-TV2 to discuss rising sugar prices and taped a half hour program for WDEE radio on rising crime affecting our industry.

Broker mergers: Earl Lyons Sales Co merged with Acme Food Brokerage, and Steve Conn Associates merged with Marks & Goergens. AFD's Crime Task Force met with a special Detroit Police Task Force of 10 commanders to map out crime prevention strategy.

**AUGUST**

AFD met with Detroit Fire Department's Arson Squad and the Detroit Police Special Investigations Section to discuss increasing numbers of fires involving food stores, both of the natural and arson variety. AFD director Ray Shoulders met with Detroit Common Council to relate the arson problem, and gave AFD's position on the subject. Gerald Ford of Michigan succeeded Richard Nixon as President of the United States.


**SEPTEMBER**

Teamsters Farm Workers Union notified AFD that any retailer removing Teamster-harvested products from his shelves will be "considered unfair to farm workers, and it would be compelled to urge its members not to patronize unfair stores," another series of battles with the United Farm Workers Union. AFD president Phil Lauri reminded retailers not to be "Dead Heroes," when it comes to robberies, writing in the September issue of The Food Dealer.

*(Continued on Page 17)*
The Sounding Board

(Continued from Page 5)

goes, and unformately, looks like it will continue. The corruption and apathy appears strongest there. It took 20 minutes for the police to arrive at the scene. My father called his own help twice, while bleeding to death.

I would like to shout to all the small grocers: Don’t waste your time or most importantly your lives... because there is someone home who cares more than Detroit ever will.

At this time, I would like to thank Jack Grifo, Ed Deeb and the Associated Food Dealers for your most concerned and generous organization, as well as for contributions to the reward fund. My family and I are most sincerely appreciative.

In all my bitterness, I can only hope that justice will triumph and all vilthy murderers will eventually find their deserved hell.

Rose Biondo
Daughter of Joseph Biondo
Joe’s Market, Detroit

---

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE – TOP MARKET VALUES

1923 Frederick • Detroit

571-2500

“First We Render Service”

AFD MEMBER

---

very special company

Some well-known names here. Their products to be found on just about everybody’s shopping list. And they’re on those lists because shoppers have given them their complete approval.

This popularity stems from many things. Quality merchandise, good packaging, proper pricing and proper display, to mention but a few. We might also modestly add the role of the food broker.

To keep the consumer buying 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, production information, new item distribution... and a great deal more.

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

We’re proud to be in the very special company of the products shown above. They’re our clients, many of whom have been with us for almost half a century. And there’s a reason. We’re a very special company, too. The Pfeister Company, 21415 Civic Center Drive, Southfield, Michigan 48076

THE PFEISTER CO
Branch Offices in:
Saginaw, Grand Rapids and Toledo.
"It's no surprise to us that Faygo has taken over as the Number One selling line of sugar-free diet pop in the Indianapolis market," said Landon W. Pendill, head buyer for the Bloomington (Ind.) Wetterau Food Services Division of Wetterau Inc.

Said Pendill: "No other diet line comes close to Faygo for taste and quality. Yes, we include Diet Pepsi, Tab, Shasta and even our own IGA label diets in that appraisal. We regularly taste-test all of them."

Sales of Faygo diet flavors out of the 124 member stores served by Wetterau's 250,000-square-foot distribution center at Bloomington are running 46 percent ahead of a year ago. Noting this, Pendill said:"Faygo sales have justified our carrying and promoting it, and they are very profitable for our retailers. I'm willing to tell that to anybody. In fact, I always tell it to those who come in to present me lesser quality diet lines."

**Landon W. Pendill, Head Buyer, Bloomington (Ind.) Wetterau Food Services Division of Wetterau Incorporated**

Though only 27-years-old, Pendill has some strong credentials for heading up a team of four buyers.

During high school he worked in supermarkets as a stock boy and meat cutter. When he joined Wetterau's buying staff in 1969 he brought along with him a degree in marketing from Indiana University. Promotion to his present responsibility came last year.

Wetterau operates six other distribution centers (three in Missouri and one each in New Hampshire, South Carolina and Kentucky) and is, among other things, one of the nation's largest voluntary wholesalers. Its most recent fiscal year sales topped $518 million.

Wetterau has a reputation for being "highly service-oriented" in helping its member stores to realize their profit goals. "We have been expanding our warehouse pop lines immensely over the past year to keep pace with increased space allocations at retail levels. With Faygo, for example, we're up from eight to 14 diet flavors."

"What's happening is that inflation is forcing price-conscious shoppers to discover that there is greater product value in warehouse pop."

"But it's our responsibility to make sure that our warehouse pop lines are available to our customers."

"And, they are already allocating 25 to 50 percent of their beverage departments to warehouse soft drinks."

---

**Five New Supplier Members Join AFD**

The Associated Food Dealers, Michigan's largest food distribution association and service organization, representing over 2,500 members, wishes to welcome aboard five new supplier members to the association. Their names, addresses and phone numbers are as follows.

**PRIMEAT PACKING COMPANY**, beef slaughterer and distributor, 2380 - 29th St., Detroit, Mich. 48216; phone (313) 237-0087.


**AL DEUEL TROUT FARM**, breeders and distributors of fish and seafood products, 71201 Coon Creek Rd., Armada, Mich. 48005; phone (313) 784-5427.


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

---

**Where the Action Is**
Paul Inman Associates
Extends Congratulations
To The Officers, Directors
and Associated Food Dealers.

Five Convenient Branches to Serve You:

Detroit — Grand Rapids
Toledo — Saginaw — Fort Wayne

Paul Inman Associates, Inc.
30095 Northwestern Highway • Franklin, Mich. • 626-8300
P.O. Box 615
GROCERS WEEK, FEBRUARY 16 – 22

Plans for the Associated Food Dealers’ 9th annual Grocers Week in Michigan promotion on behalf of the industry are all set, according to AFD’s Phil Lauri, chairman of the event. The week-long celebration is the highlight of the association’s 59th Annual Food Trade Dinner being held Feb. 18 at the Raleigh House in Southfield. Some 1,500 persons are expected to attend. For free Grocers Week tie-in materials, or tickets for the dinner, phone the AFD at (313) 542-9550.

Invitation to Manufacturers, Brokers

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

Advertising in The Food Dealer
Means Communicating with
Your Important Retail Customers!

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 at 372-9100 or 772-0900
Nation's Leading Line of Mixers
Now Available Through
Detroit Coca-Cola.

Now you can order Schweppes with your regular Coca-Cola order. Flavors include
Tonic, Bitter Lemon, Ginger Ale, Club Soda in 10-ounce and 28-ounce bottles.

Detroit Coca-Cola Bottling Co.
5981 W. WARREN AVE. • DETROIT, MICHIGAN 48210

Phone (313) 898-1900
HAPPY NEW YEAR

From These Fine

1974 Advertisers in THE FOOD DEALER Magazine

Action Advertising & Distg.
American Bakeries, Inc.
Anheuser-Busch, Inc.
Archway Cookies
Arctic Star of Texas
Awrey Bakeries
Better Made Potato Chips
Blue Cross-Blue Shield
Bowlus Sign Company
Campbell Soup Company
Canada Dry Btlg. Co., Detroit
Capri Leasing Co.
Casey Associates, Inc.
Clabber Girl
Conco, Inc.
Continental Baking Co. (ITT)
Continental Food Brokerage
Darling & Company
Del Montel Corp.
Detroit Area Newspaper Network
Detroit Bank & Trust Co.
Detroit City Ice Co.
Detroit Coca-Cola Btlg. Co.
Detroit Food Brokers Assn.
Detroit Free Press
Detroit News
Detroit Rendering Co.
Peter Eckrich & Sons
Farm Crest Bakeries
Farm Maid Dairy
Faygo Beverages, Inc.
Frederick & Herrud
Frito-Lay, Inc.
General Foods
General Mills
Grocers Baking Co.
Grocers Dairy Co.
Gohs Inventory Service
Guzzardo Wholesale Meats
H. J. Heinz Co.
Hobart Mfg. Co.
Home Juice Co.
Hussmann Refrigeration
Independent Biscuit Co.
Paul Inman Associates
Interstate Marketing Corp.
Kaplan Whlse. Food Service
Kar-Nut Products Co.
George Keil Associates
Kellogg Company
Kowalski Sausage Co.
Kozak Distributors
Labeltape, Inc.
Land O'Lakes
Leone & Son Wine Co.
Liberty Paper & Bag Co.
L-K-L Packing Co.
Marks & Goergens, Inc.
Master Butter Company
M&N Distributing Co.
McDonald Dairy Co.
McMahon & McDonald, Inc.
Medallion Marketers
Melody Foods
Melody Dairy Co.
Merchants Cash Register Co.
Michigan Lottery
Midwest Refrigeration Co.
Multi Refrigeration
Mutual of Omaha
Nabisco
National Bank of Detroit
National Brewing Co.
Oakland Press
Observer & Eccentric Newspapers
PanCo, Inc.
Pepsi-Cola Company
Peschke Packing Co.
Peterson & Vaughan, Inc.
Pfeister Company
Prince Macaroni of Michigan
Procter & Gamble
Quaker Food Products
The Raleigh House
Red Pelican Food Products
Reynolds Metals Co.
RGIS Inventory Specialists
Schmidt Noodle Co.
Seal-Ad Tape & Label Co.
Service Instruments Co.
Spartan Stores, Inc.
Specialty Foods Co.
Squirt-Detroit Bottling Co.
State Sausage Corp.
Stroh Brewery Company
Sullivan Sales Co.
Super Food Services, Inc.
Superior Potato Chips
James K. Tamakian Co.
Technibilt Corp.
Tom's Toasted Products
Top Value Enterprises
United-Twin Pines Dairy
United Brokerage Co.
United Wholesale Grocery Co.
Fred Usinger Sausage, Inc.
Ward Foods
Warner Vineyards, Inc.
Warren/Sherer Corp.
Wayne Oakland Bank
Wayne Soap Co.
Washington Inventory Service
Wesley's Quaker Maid
Ira Wilson & Son Dairy
WWJ AM-FM-TV

And all AFD Member Firms — See Page 19

Associated Food Dealers — The Food Dealer

“Michigan's Largest and Leading Food Association”

“Michigan's Award-Winning Food Trade Publication”
YEAR IN REVIEW
(Continued from Page 10)

Jack Grifo of Superior Potato Chips was named to the Michigan Potato Industry Commission by Gov. Milliken... Housewives began boycotting sugar in response to skyrocketing sugar prices... AFD completed its surveys of vendors and suppliers for known high crime areas... AFD appeared on WXON-TV20 to describe the food distribution industry.

OCTOBER
AFD's Task Force on Crime met with Detroit Mayor Coleman Young to outline the concern of growing retailer and vendor crimes... The AFD launched a special reward fund for the members of the Biondo family who were killed in their store during a holdup... Following the meeting the AFD again met with Mayor Young urging him to lead a massive citizens crusade against crime.

AFD hosted its 10th Annual Awards Banquet at the Imperial House, Fraser, Peter Weisberg, founder and chairman of Chatham Super Markets, was named the recipient of our Man of the Year Award; Rep. Bill S. Huffman was presented with a Distinguished Service Citation, as was The Detroit News. Salesman of the Year awards were given to Maria Lalli of Universal Wine & Liquor Co.; Jerry Vanden Brook, Super Food Services; Marion DelCotto, Wesley's Quaker Maid; James Wing, Wing Meats; Donald Grafe, Northland Food Brokers; and Abe Goldberg, Ward Food's Tip Top division.

AFD participated in the launching of the Citizens Crusade Against Crime in Mayor Young's office... AFD's Phil Lauri and Ed Deeb attended the Liquor Control Commission hearing on wine policies in Lincoln Park.

NOVEMBER
Michigan voters repealed the sales tax on food and drugs in the state, by voting in favor of a referendum... AFD appeared on WWJ-TV4, WXYZ-TV7 and WJBK-TV2 to explain how the repeal will be handled at the checkout counters... AFD participated in a crime seminar of the Detroit Urban League.

DECEMBER
Fred Falle of Bob Jones Company was elected 1975 president of DAGMR, succeeding Carl Leonhard of the Detroit News... the Michigan Treasury Dept. and the State Legislature defined what is taxable and non-taxable foods in a meeting with food and drug associations... A&P, Kroger and Wrigley announced they were freezing food prices voluntarily in its Michigan stores.
MEMBERSHIP APPLICATION

Name of Firm ..............................................
Address ....................................................
City ...........................................................
Owner's Name .............................................
Check One: Retailer □ Supplier □
Do you wish Blue Cross Coverage?
   Yes □ No □

An Invitation to Join A.F.D.

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

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

AFD Coming Events

Feb. 16-22, 1975 — “Grocers Week in Michigan,” AFD’s highly successful statewide promotion in behalf of Michigan’s food merchants and food industry. Mark your calendar so your store or company will plan to tie-in with the big event.

Feb. 18, 1975 — AFD’s Annual Food Trade Dinner and installation of officers to be held at the Raleigh House, Southfield. This is the highlight of Grocers Week and the industry’s big social event of the year. (Companies interested in sponsoring portions of the banquet, or placing an advertisement in the program issue of the Food Dealer magazine, or banquet tickets, are invited to contact the association.)

ASSOCIATED FOOD DEALERS
“Michigan's Action Retail Food Association”
434 W. Eight Mile Rd. • Detroit, Mich. 48220 • Phone (313) 542-9550
### Support These AFD Supplier Members

#### BAKERIES
- Arrowhead Cookies .................................................. 532-2427
- Avco Bar Bakers .......................................................... 522-1100
- Farm Crest Bakers ..................................................... 675-6545
- Greenline Cookie Coles ................................................. 354-3664
- Grocers Baking Co. (On-Fresh) ...................................... 537-2747
- Inpak, Inc........................................................................ 356-1110
- Kepplinger's Bakery, Inc .............................................. 564-5737
- Fred Sanders Company .................................................. 293-3200
- Schaefer Bakers ............................................................ 839-3400
- Tasty Breads .................................................................. 963-2330

#### BEVERAGES
- Anheuser-Busch, Inc ..................................................... 642-6898
- Arrow Liquor Company .................................................. 274-3100
- Calvert Distillers Co ..................................................... 354-6640
- Canada Dry Company .................................................... 745-3077
- Catling Brewing Company .............................................. 634-7170
- Cask Wines .................................................................... 261-6710
- City Bee Company .......................................................... 733-0110
- Four Roses Distillers Co .................................................. 354-6330
- J. P. Coberly & Co ........................................................... 925-1600
- Faygo Beverages ............................................................ 455-5040
- Greater Macon Bee & Wine Dist ....................................... 950-9070
- International Wine & Liquor Co ......................................... 871-0066
- Kin Distillers, Inc ............................................................ 806-0086
- Leone & Son Wine Company .......................................... 871-5200
- L. J. Oneida Company ....................................................... 722-2328
- Mavis Beverages ............................................................. 341-6500
- Miller Brewing Company .................................................. 962-4555
- Miller & Travers ............................................................... 460-4400
- National Brewing Company (Altes) ................................. 386-7600
- Old Park Advertising Co .................................................. 871-8066
- Pabst Brewing Co ............................................................. 788-0066
- Peter Brot Georgetown .................................................... 365-1100
- Schenkel Affiliated Brands ............................................. 353-0240
- Scheepers Associates ....................................................... 646-4600
- Schefflein & Co ............................................................... 646-2727
- Jos. Schlitz Brewing Co .................................................... 522-1585
- Seven-Up Bottling Co .................................................... 364-5350
- St. Julian Wine Company .................................................. 745-1990
- Stroh Brewery Company .................................................. 598-5840
- Southern Wine & Spirits .................................................. 590-5013
- Universal Wine & Liquor Co ............................................. 295-3610
- H. J. Van Hollebeck Distributors ....................................... 293-8111
- Vetter Co ........................................................................ 833-1680
- Vivanco Wine Importer ..................................................... 833-1680
- Watters Beer & Bag ......................................................... 921-8066
- Wayne Distributing Co ..................................................... 274-3100
- Vic Werle Distributing Co .................................................. 293-8262

#### BROKERS, REPRESENTATIVES
- Accounting & Inventory Specialists Co ............................... 571-7155
- Brink, Earl B. (Insurance) .................................................. 358-4000
- W.L. T. Co ................................................................. 964-0008
- Goths Inventory .............................................................. 353-0033
- Moe K. Miller & Co .......................................................... 522-3100
- Martin, E. Al ..................................................................... 855-7900
- Reed, Roberts Associates .................................................... 559-5450
- RGIS Inventory Specialists .............................................. 575-1327
- Washington Inventory Service ........................................... 575-1272

#### BRYAN'S DRAINAGE

#### BRYANT'S DRAINAGE

### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.

#### MARGARET'S MRS.
YOU NEED MORE BUSINESS

BECAUSE YOU HAVE A LOT OF MOUTHS TO FEED

YOU NEED ACTION ADVERTISING NOW!

YOUR BUSINESS COULD GET BETTER

ACTION ADVERTISING COMPANY
CALL (313) 964-4600 - COMPUTERIZED MAILING