

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

FEBRUARY, 1975

February 16 thru 22 **"GROCER'S
WEEK
IN
MICHIGAN"**



59th Anniversary Issue



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THE FOOD DEALER

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TERMS EXPIRING DEC. 31, 1977

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*Past Presidents

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Why do hijacked shopping carts get literally ditched on our streets and highways? Most cities have laws to prevent this type of thing from happening, but unfortunately the laws are either unenforced or penalize the retailer for having to retrieve his carts. At a cost of about \$50 apiece, it has an affect on the cost of food.

Louis P. Vescio New AFD President

Louis Vescio, executive vice-president of Vescio Super Markets, Saginaw, a 44-store supermarket chain, has been elected president of the Associated Food Dealers (AFD).

The food association today represents over 2,500 members in Michigan, including independent grocers, local food chains, wholesalers, processors, manufacturers, brokers, specialty food stores, convenience stores, party stores, and related companies. The AFD is one of the largest food distribution associations in the nation.

Vescio succeeds Phil Lauri of Lauri Bros. Super Market, Detroit, the immediate past-president who was elected chairman of the board.

Phil Saverino, of Phil's Quality Market, Detroit, was elected vice-president of trade relations.

Edward Acho, of J-A Markets, Detroit, was elected vice-president of public relations.

Jerry Yono, of Bond Market, Detroit, was elected vice-president of programs.

William Welch, of Hollywood Super Markets, Troy, was elected treasurer.

The association also elected five new directors, who will serve a three-year term beginning in 1975. They are:

Neil Bell, of Village Market, Grosse Pointe.

Robert Coverson, Mardi-Gras Food Center, Detroit.

Thomas George, T-J's Food Center, Detroit.

Edward Jonna, Trade Wind Party Shoppes, Detroit and Royal Oak; and

William Thomas, Joy's Safeway Market, Detroit.

Five AFD directors were re-elected for a three-year term. They are:

Sidney Hiller, of Shopping Center Markets, Southfield.

Moyed (Mike) Najor, Publix Markets, Detroit.

James Peabody, Peabody's Market, Birmingham.

Thomas Violante, Holiday Food Center, Royal Oak; and

Harvey L. Weisberg, Chatham Super Markets, Warren.

Four food dealers were elected regional out-state advisors. They are:

Sam Cosma, of Atlas Super Market, Pontiac.

Jacob Grant, Garmer Grant's Market, Ann Arbor.

George Jerry, C. Jerry's Markets, Port Huron; and

Jack Hamady, Hamady Food Stores, Flint.

The officers and directors will be formally installed at AFD's 59th Annual Food Trade Dinner, to be held Feb. 18, at the Raleigh House, Southfield.

The big trade event is the highlight of the association's 10th annual Grocers Week in Michigan celebration, being held Feb. 16-22. The week-long promotion is sponsored by the AFD in behalf of the state's 7,000 food merchants.

Featured speaker at the AFD trade dinner will be Detroit Police Chief, Phillip G. Tannian.

Installing the new officers and directors will be the Hon. George N. Bashara, Jr., Judge of the Michigan Court of Appeals.

In addition to Tannian, the AFD will honor Rep. Wierzbicki, Michigan House of Representatives; and Past-president Phil Lauri.

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ما كولات سوبريور . وهذه هي الاسباب :

انها بسيطة جدا . سوبريور يعلم ما يريده الشعب ويمطيه مطلوبه .
ان المستهلك يريد اعلی جنس والذ طعم وسوبريور يوصل لك ذلك
ويرحب بكل نكهة جديدة ولذيذة والرزق الجديدة السهلة الاستعمال .
سوبريور تقدم بضاعة مثل شقف البيكن المدخن ورزقة - بوند
كامل - في الرزق المذهبة .

وان التجار يتعجون ارباح منودين على ترويج قوي - بلقون زيادة
سرعة في الشراء والبيع وارباح اضخم مما تنتج بادقار مشجة في
لائحة الارباح .

لزيادة المعلومات عن كيفية الحصول على « الخط الاعلى لخطكم
الادنى » اسرعو الى خط الهاتف واتصلوا تلفونيا بسوبريور على
رقم ٠٨٠٠ - ٨٣٤ (٣١٣)

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above, phone Jack Grifo at
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you all about it.

Superior

THE SNACK FOOD COMPANY!



**The top line...for your
bottom line**



ANNUAL PRESIDENT'S MESSAGE



LOU VESCIO
AFD PRESIDENT

We're 59 Years Young, and Still Growing

By LOUIS VESCIO

This month marks the celebration of the 59th anniversary of the Associated Food Dealers. I am pleased to report we are continuing our growth as we follow-up our several action programs of the AFD and the entire industry.

Last year was another record-breaking year for the association, due to the fine work of past-president Phil Lauri, the board and the AFD staff.

We had a net gain of 179 new retailer and supplier members in 1974, bringing our total membership over the 2,600 mark in numbers. And since it appears that numbers are important in our society, and since too often our industry is taken for granted, it should be pointed out that our member-firms employ well over 30,000 persons.

Our nation and our industry had its share of problems in the past year, which included unemployment, rising prices as part of general inflation, sugar and meat boycotts and Watergate, to mention a few.

Higher costs, lower productivity and lower profits still very much plague our entire industry, something

which can hopefully be corrected in the future.

As you are aware, your association's progress and programs are carefully planned by the board, the committees, the members, and the executive staff. As we enter our 59th year of service to the food field, you can be sure we will continue to represent our industry in an articulate, but neutral, across-the-board fashion.

Rather than to take the time here to go into our 1975 goals and objectives, in my future columns in our magazine *The Food Dealer*, I will expand on the various programs as they develop.

With the continued dedication and leadership of AFD executive director Ed Deeb and his staff, and the guidance and active assistance of our directors and members, I am confident, the AFD will continue to progress while serving your interests.

In conclusion, let me say it is indeed an honor for me to serve as your president. You can be assured I will do everything possible to carry out the aims and objectives of AFD.

Cold cash.



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

From one beer lover to another.



EDWARD DEEB

OFF THE DEEB END

Food Stamp Program

There has been talk in Washington of late, that the Federal Food Stamp Program, which was pilot-tested in Detroit, should be abandoned in favor of a cash-out payment to recipients.

From a bureaucratic point of view, the cash payments may be more expedient and efficient, but it surely will not assure that those on the program will be provided with food and nourishment. And, after all, the objectives of the program were to assure that every American would not go starving.

Presently, in Wayne County alone, the area where the greatest stamp users reside, about 2,000 food dealers are participating in the food stamp program, by accepting the stamps in their stores.

In addition, there are some 245,000 persons in Wayne County alone, who presently participate in the program. The food stamps they purchase generates some \$55 million in "extra" food sales to the merchants, which in turn, benefits the various communities involved.

Elimination of the food stamp program would deprive citizens, including the underprivileged and senior citizens on fixed income, the opportunity to supplement their food purchases, which in turn helps provide the basic nutrition needed on a day-to-day basis.

The Associated Food Dealers recently passed a resolution calling on the Congress to keep the plan, rather than eliminate it.

The health and nutritional aspects of our citizens, and of the program, deserve top priority in any consideration made by our representatives in Washington.

Without the program, the cash paid to recipients could go to anything, in addition to food, which would put us back right where we started when the program began in 1961.

The people using the program deserve the guarantee that they will not go hungry.



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 63%. 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.

Source: Market Detroit III, 1974.

Represented by Sawyer-Ferguson-Walker Company, The Leonard Company in Florida, Hawaii and Mexico. American Publishers Rep., Ltd., in Canada.

GUEST EDITORIAL***Municipal Recycling: Answer to Waste Problems***

(Editor's Note—The following is the text of a talk delivered by Mr. Stroh before the Kentucky Beer Wholesalers Convention recently.)

By **PETER W. STROH**
President
The Stroh Brewery Co.

I greatly appreciate the opportunity to express a few personal thoughts about some persistent problems which have been of great concern to our industry in recent years. These problems grow out of everyone's worries about the litter, solid waste and energy implications of beverage convenience packaging.

As all of you know, well-intentioned efforts to attack these problems usually take the form of attempts to ban, tax or place deposits on beer and soft drink convenience packaging. Our industry and its soft drink counterpart have vigorously resisted these attempts to change our distribution system and rightfully so. Such approaches can only result in very serious economic dislocation, the severe penalizing of

our customers who must ultimately pay the cost, approximately a billion dollars annually, and rather doubtful improvements in the problems associated with our present packaging. The experience in Oregon has confirmed this—as the official study indicated. Instead, the beverage industries have placed their support behind wide ranging efforts to develop more effective anti-litter programs such as PITCH IN! and the ARM project and more positive approaches to the environmental problems associated with convenience packaging.

PITCH IN, of course is an industry program with which you are all familiar. The combination of a memorable logo, inspiring music and provocative television commercials has led to its adoption by states, municipal governments, agencies and industries from one end of the country to the other on an absolutely unprecedented scale. The ARM project is something that is probably not familiar to most of you, but something you will hear much more about in the coming year. It is a very comprehensive community-based anti-litter program which has proved tremendously effective in the test cities of Macon,

(Continued on Page 13)



**Our Thanks to the Members
of the Associated Food Dealers.
-The Michigan Lottery**

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



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

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

- **COMPUTERIZED SALES ANALYSIS**—All brands of cereals are ranked by *your sales*. You get the data for intelligent product mix evaluation. Case pack recommendations are made based on *average weekly sales of each store*.
- **COMPUTERIZED SPACE ALLOCATION**—These sales analysis figures are fed into CSA computers. Store inventory is allocated to your shelf space in terms of *days' supply*. All shelving is fully utilized.

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



Helping grocers put MORE PROFITS in their cereal sections.

FRESH NUTS



A complete line of the freshest nuts. Huge variety, salted and cooking variety . . . right at the shoppers fingertips. Quality. Value. Fast service to you. Customers will be back for more, you'll be back for more.

KAR-NUT

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Around the Town

WWJ-TV, Channel 4, an AFD member, carried the first live telecast of a Michigan State Lottery "Millionaire Drawing" last month. The telecast was made possible by recent Congressional legislation enabling radio and TV stations to carry lottery information.

* * *

George Keil, president of George Keil Associates food brokerage, an AFD member, is celebrating his 51st year in the Detroit food industry during 1975. He has also been a leading supporter and participant in the area's annual Goodfellows Drive, among other civic organizations.

* * *

Ray Pinna, president of Hamady Food Stores, an AFD member, and his wife, recently returned from a quail hunting trip in Georgia.

* * *

Meijer's Thrifty Acres and Michigan National Bank are jointly cooperating in a new service at Meijer's stores whereby customers are able to cash checks or charge purchases, by automatically and electronically reading a charge card and crediting customers' accounts.

* * *

Mr. and Mrs. Jack Gold, he's with Grosse Pointe Quality Foods, recently celebrated their 25th wedding anniversary by taking a luxurious cruise to Mexico.

* * *

Isadore (Izzy) Malin of Belmont Paper Company, an AFD member, as a member of the AFD Task Force on Crime, has been assisting the association in several ways as a trouble shooter.

* * *

Hygrade Food Products Corp., an AFD member, has announced the appointment of Hugh C. Anderson as corporate personnel manager.

* * *

Stiles DeCrick Company, an AFD broker member, has announced its move to newer and larger quarters at 19900 Harper Ave., Harper Woods, according to William DeCrick.

* * *

Thomas McMaster, chairman of Allied Supermarkets, has been named as a vice-chairman of the board of the National Association of Food Chains, according to an announcement by Clarence G. Adamy, president of NAFC.

* * *

Paul Borman, president of Borman's, Inc., operator of Farmer Jack Super Markets, Detroit, at the same

(Continued on Page 14)

Recycling the Answer

(Continued from Page 10)

Georgia; Charlotte, North Carolina; and Tampa, Florida. It will be "rolled out" nationally in the coming year and should demonstrate that the beverage industries are, not only very concerned about the litter problems associated with convenience packaging, but that they can and will play a leadership role in the struggle to reduce not just packaging litter, but all litter.

As a result of these latter efforts and particularly the work being done at the National Center for Resource Recovery, which the brewing industry was instrumental in founding, it is becoming apparent that a new basis for getting better control over the problems of energy, solid waste and litter may exist, a basis that will protect our existing distribution systems, as well. Studies currently underway are beginning to suggest that three or four times more energy will be saved by moving forward towards municipal recycling systems in America's urban areas where 65% of all packaging related wastes are generated that by moving backwards to the returnable systems advocated by so many critics of the Beverage industry. Speaking broadly, the amounts of money required would be the same—something on the order of approximately \$5 billion in each case. In addition, the time required would be approximately the same—somewhere between five and ten years, either to provide waste recycling facilities in every major metropolitan area or to produce returnable packaging facilities wherever beverages are produced and packaged. The contrast, however, in benefits to be achieved by one course as opposed to the other is very dramatic indeed. Please remember, by moving forward, three or four times as much energy can be saved as by moving backwards.

The reasons for this are simple. When we return to returnables, the energy savings are limited to whatever savings may actually develop from the substitution of an all-returnable system for our present distribution methods. On the other hand, when we move forward, we not only achieve recycling of 65% of all the glass, aluminum and steel beverage containers which are in municipal waste streams, but we make possible the recycling of all similar containers which have been used for the purpose of packaging products other than beer and soft drinks. In other words, it becomes possible to recycle more than the equivalent of 100% of the beverage industries' waste, a figure greatly in excess of what can be achieved by returning to returnable bottles.

In addition, there are the energy recoveries associated with the organic portion of the municipal waste stream after the inorganic materials has been separated from it. On a pound-for-pound basis, this

(Continued on Page 26)

SOFT DRINKS AND MIXERS



SQUIRT — the premium quality soft drink that

moonlights as a mixer. Made with real

Squirtfruit

GRAPEFRUIT 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

Around the Town

(Continued from Page 12)

time was re-elected a director of the National Association of Food Chains for a 3-year term.

* * *

Peter Eckrich and Sons, Inc., Fort Wayne, Ind., an AFD member, has announced the appointment of **Joseph E. Quinlan** as president of the meat specialty company, according to chairman **Donald P. Eckrich**.

* * *

Frederick & Herrud, Inc., an AFD member, has announced the appointment of **Donald Braam**, a corporate vice-president and director, as its general manager of all of the firm's processed meat operations in and outside of Michigan.

* * *

Walter Shoulders, son of AFD director **Ray Shoulders** of Shoulders Markets, Detroit, was recently promoted to the rank of Sargeant in the **Detroit Police Department**. Congratulations, Walt.

* * *

Detroit Coca Cola Bottling Co., an AFD member, has named **Richard J. Blaszcak**, formerly general manager of Beverage Management, as assistant to the president, according to an announcement made by **W. C. Hugli, Jr.**, president of the firm.

* * *

Kraft Foods, an AFD member, has announced the promotion of **Edward J. Kalmey** as the new Detroit district zone manager. Kalmey comes to Detroit following 13 years of service with Kraft in a variety of sales and management positions.

* * *

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!

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*Few industries deserve more tributes
and get less.*

What major industry markets more products, with more convenience to its customers, than the retail food industry?

Today's supermarkets offer a fantastic array of food and household products (over 6,000 items in the average store)—providing American consumers with the widest variety and selection in the world. Too often, this is taken for granted. Your industry has shouldered more than its share of criticism. People forget the initiative, the pioneering by your industry—the investment in new systems, new stores—that's made these benefits possible. Here at P&G, we recognize your accomplishments.

We're proud to be your partner—and we're confident this partnership will continue to grow.

Malcolm Sins

 *Procter & Gamble*



Good communications lead to better understanding and mutual confidence.



NEW DAGMR LEADERS – The new officers and directors for the Detroit Association of Grocery Manufacturers' Representatives (DAGMR) for 1975 are pictured above. **SEATED**, from left, are Irv Kander, Independent Biscuit Co., sgt. at-arms; Gene Peare, Squirt-Detroit Bottling Co., secretary-treasurer; Fred Falle, Bob Jones Co., president; Larry Kozel, Allstate Sales-Marketing, first vice-president;

and James Jackson, Interstate Marketing Corp., second vice-president. **STANDING**, from left, are Al Hoppe, Paul Inman Associates, a director; Marv Kruisenga, Life Savers, Inc., director; Lou Brown, Krun-Chee Potato Chips, director; William Walker, Oakland Press, director; Robert Vibbert, Acme Food Brokerage, director; and Carl Leonhard, Detroit News, board chairman.



THINK BIG

- **BIG KETCHUP**
- **BIG TURNOVER**

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



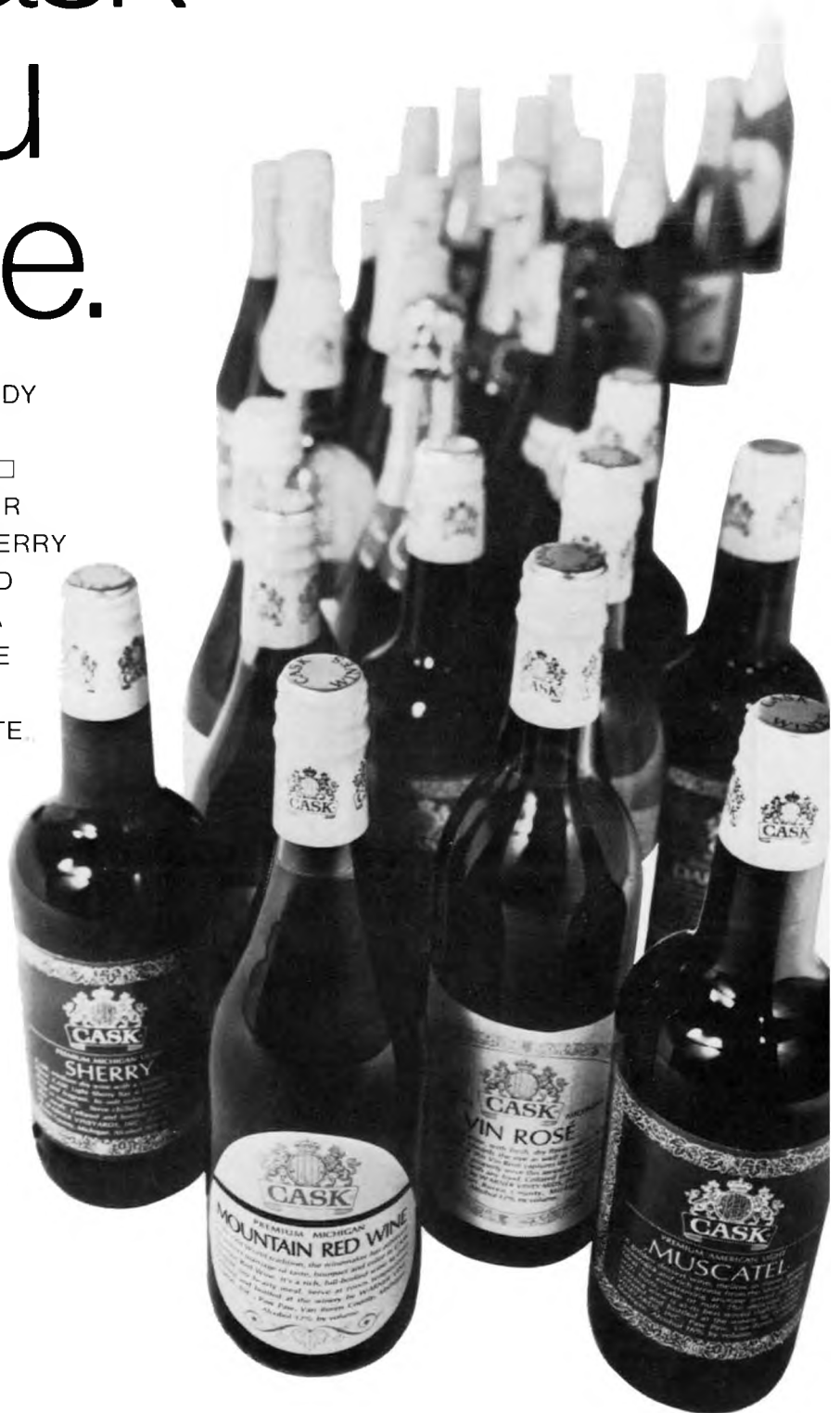
there are over thirty good reasons to say "Cask" when you brder wine.

RHINE □ SAUTERNE □ VIN ROSÉ □ BURGUNDY
□ SWEET RED □ PORT □ WHITE PORT □
MUSCATEL □ SHERRY □ PALE DRY SHERRY □
COOKING SHERRY □ KING SOLOMON KOSHER
WINE □ STRAWBERRY □ CHERRY □ BLACKBERRY
□ PLUM □ RED CURRENT □ CRANBERRY RED
□ CREAM SHERRY □ COLD TURKEY □ EXTRA
DRY WHITE CHAMPAGNE □ PINK CHAMPAGNE
□ SPARKLING BURGUNDY □ COLD DUCK □
CHABLIS □ PINK CHABLIS □ MOUNTAIN WHITE.
RED AND ROSÉ, AND MANY, MANY OTHERS.

They'll wear this label.



Warner Vineyards, Paw Paw, Michigan



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



State Minimum Wage Goes Into Effect April 1

Increases in the state's minimum wage scale will not go into effect until the first of April, according to Roy Levy Williams, acting director of the Michigan Department of Labor.

Williams made the announcement in response to numerous questions relating to the amendments passed by the Michigan legislature. The director explained that the prevailing minimum wage of \$1.60 per hour would not be increased before the April 1 date because the state's lawmakers did not stipulate that the projected higher rates take immediate effect.

Williams also noted that the provision for time-and-one-half for overtime would not apply until the April 1 dateline. None of the new law's provisions are retroactive, he said. Williams announced that the Michigan Department of Labor is preparing a booklet to clarify the new amendments and to explain the wage rights of those employees covered by state law. Copies of the law for posting purposes will also be available soon.

Since the rate increases of \$1.90 per hour on November 1, 1974 and \$2.00 on January 1, 1975, as presented in the act are not retroactive, the minimum wage for employees covered by state law will not go to \$2.00 until April 1. Similarly, overtime compensation requirements for hours worked in excess of 48 in a work week is not retroactive. This requirement will go into effect on April 1, and on May 1, 1975, the law will require that time and a half be paid for hours worked in excess of 46, rather than the present 48 hours in a work week.

Persons wishing a bulletin explaining the state's minimum wage laws or a copy of the legislation for posting, may write to: Michigan Department of Labor, Wage Hour Division, 300 East Michigan Avenue, Lansing, Michigan 48926.

Thayer Re-Elected LCC Chmn.

Stanley G. Thayer of Ann Arbor was re-elected chairman of the Michigan Liquor Control Commission for a one-year term. The motion was made by Commissioner Edward F. Wiest of Wyoming, supported by Commissioner Louis G. Jarboe of Rogers City. The vote of the five member, bi-partisan commission was unanimous.

Thayer is beginning his ninth year both as a member and as chairman of the commission, holding this position longer than any other chairman in the 41-year history of the Commission.

Your employees might like to see this ad. Why not post it? .



Close harmony



Gordy Ryan

We can make beautiful music together in the food industry . . . wholesaler, retailer, manufacturer, broker . . .

. . . if only we keep an ear open to each other.

We at GMI listen to you. For example, when the facts regarding grocer coupons were presented, General Mills was one of the first companies to increase the redemption from 3¢ to 5¢ per coupon. And more:

Off-invoice allowances—no bill backs—transit time allowance plus regular cash discount terms—a money-saving film on shoplifting,

RECOGNIZE ANYBODY? Of course! They're industry giants and also *musicians* at grocery trade conventions (of course, these are just a few!) Clues: Chatham Food Markets, Coca-Cola, General Mills, Hy-Vee Food Stores, Land O'Lakes, Milgram's Super Markets, Stop & Shop, Women's Day Magazine.

"It's A Crime!" (available to the trade)—a positive approach to the UPC program—these are just a few of the cash flow improvement programs we have instituted through *listening*.

Palletizing, packaging, merchandising, "consumerism" are all our *mutual* problems. We can work them out together—perhaps not overnight, but in good time . . . through joint effort and understanding.

No company can be all things to all people, but *General Mills is listening* . . . to work more effectively with you.

You'll discover that we have a pretty good ear for close harmony. And we hope you will listen, too, when we play *our* song . . .

Gordon W. Ryan

V.P., Trade Policy and Relations

An industry service from
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Box 1113
Minneapolis, MN 55440



YOUR OFFICERS, DIRECTORS ADVISORS.



Louis Vescio
Vescio's Super Markets
President



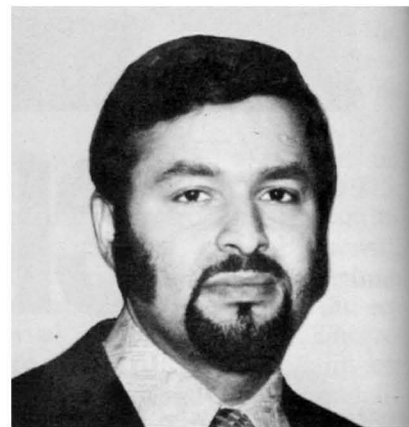
Phil Lauri
Lauri Bros. Super Mkt.
Chairman of the Board



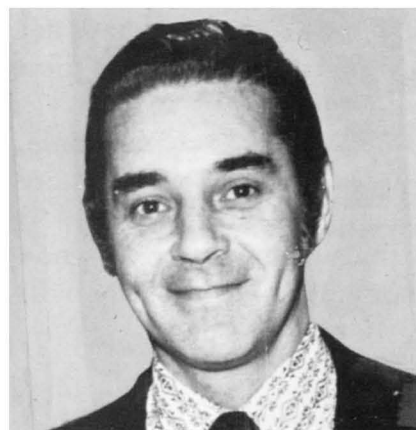
Phil Saverino
Phil's Quality Market
Vice-President, Trade Relations



Edward Acho
J.A. Super Mkt.
Vice-President, Public Relations



Jerry Yono
Imperial Quality Markets
Vice President, Programs



William Welch
Hollywood Super Markets
Treasurer



Edward Deeb
Executive Director

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.



George Bashara, Sr.
Legal Advisor



Stan Albus
Stan's Super Mkts.



Alex Bell
Village Food Mkt.



Sidney Brent
Kenilworth Super Mkt.



George Byrd
Byrd House of Meats



Sam Cosma
Atlas Super Mkt.



Paul Felice
Felice's Quality Mkt.



Michael Giancotti
Auburn-Orchard Super Mkts.



Jack Hamady
Hamady Bros. Food Stores



Don Harrington
Meat-N-Place



Sid Hiller
Shopping Center Mkts.



Donald LaRose
Food Giant Super Mkts.



Gene Matti
Town Square Mkt.



Moyed Najor
Publix Super Mkt.



James Peabody
Peabody's Mkt.



R. Jerry Przybylski
Jerry's Food Mkts.



Ray Shoulders
Shoulders Mkts.



Leonard Tagliavia
Dan-Dee Super Mkts.



Tom Violante
Holiday Super Mkt.



Allen Verbrugge
Verbrugge's Super Mkts.



Fred Weber
Short Stop Stores



Harvey L. Weisberg
Chatham Super Mkts.



Jay Welch
Hollywood Super Mkts.



Gary Wing
Fisher's Mkts

Photos not available:

Neil Bell,
Robert Coverson,
Thomas George,
Jacob Grant
George Jerry
Edward Jonna
William Thomas

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the bacon
that sells**
...even the package
looks good enough
to eat!



Peschke's flavor-seal bacon is the fastest growing line of bacon in the mid-west, and it's found in most major food stores for one reason... it sells as great as it tastes. The eye-catching package helps make the first sale, while the flavor keeps buyers coming back for more.

Hot dog! Another salesmaker

Peschke's distinctive glowing charcoal package for its top-quality all-meat wieners, is a hot food budget seller. Get in on the sales action today.



sales sizzle with
Peschke appeal

Peschke's
for great eating.

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(313) 368-3310

Brokers Hear 12 Predictions Relative to Food Industry

Twelve predictions into the future of the food industry to the year 2000 as seen by 101 grocery leaders were presented here recently by the Newspaper Advertising Bureau (NAB).

The presentation was featured at the morning business session of the National Food Brokers Association's 71st annual convention.

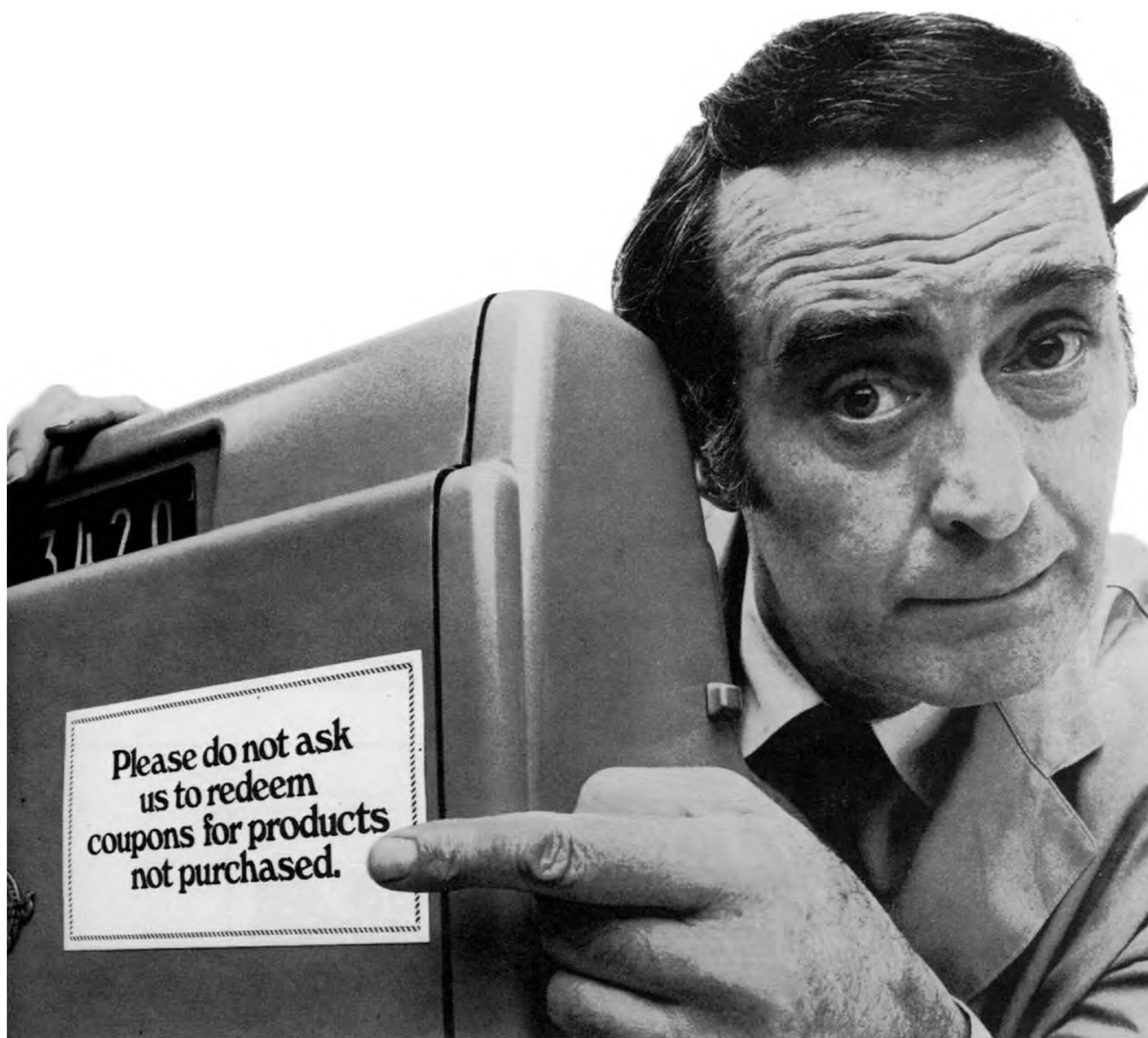
A capacity audience heard Jack Kauffman, president, and Richard L. Neale, vice-president — both of the NAB — moderate a visual presentation depicting the twelve predictions.

The twelve predictions were:

- 1 — The current world food crisis will be successfully overcome.
- 2 — Continuing inflation will make food relatively more expensive.
- 3 — Despite inflation, the real income of American families will rise substantially.
- 4 — The environmental and energy situations will not have a revolutionary effect on the grocery industry.
- 5 — American eating habits will change in the direction of convenience foods.
- 6 — The supermarket industry's structure will remain substantially unchanged.
- 7 — Supermarkets will become somewhat larger, but will face increasing competition from other stores.
- 8 — The merchandise mix will continue to drift in the direction of convenience foods and non-foods.
- 9 — Computers will revolutionize inventories, product movement and information handling.
- 10 — Retailers and manufacturers will compete directly for control of the well-through process.
- 11 — Manufacturers' advertising will become much more retail-oriented and response-oriented, and
- 12 — The store manager's job will be sharply upgraded.

"When we began this project," Neale said, "we had no idea where it would lead. But as it progressed the things that struck us most vividly was the confidence of those who lead your industry."

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



This little sign can save you trouble and money.

By putting this sign on your cash register it'll save your clerks the embarrassment of having to refuse to redeem coupons.

And you'll be saving money on your own store coupons. With this little sign to remind your customers, chances are they won't try to redeem

your coupons unless they purchase your products.

So put up our sign. It'll cost you nothing. And it'll save you a lot.

Cash register signs available in any quantity at your State Association, or General Foods, Kankakee, Illinois 60901.

Announcement from General Foods

Occasionally, General Foods divisions offer advertising, merchandising and display payments, assistance and materials to all retail customers. For details see your local supplier or write directly to these General Foods divisions:

Food Products. Maxwell House.
Pet Foods. Beverage and Breakfast Foods.
250 North St., White Plains, New York 10625.





OPERATION FOOD BASKET – Needy kids had pop to brighten their neighborhood Christmas parties and low income families enjoyed a good Christmas dinner during the past holiday season, thanks to the Detroit Association of Grocery Manufacturers' Representatives. DAGMR members contributed over 400 cases of canned and package

foods to needy Detroit area families. Major Gordon Spicer of the Salvation Army, left, spearheaded distribution of the goods, which was collected and stored at Detroit Warehouse Company. With Major Spicer is Larry Kozel, president Fred Falle, Carl Leonhard and Bert Cohen.

NEW TIP TOP



**...unbleached flour—
no preservatives!**

THE NATURAL BREAD!

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FOOD BROKERS

Recycling the Answer

(Continued from Page 13)

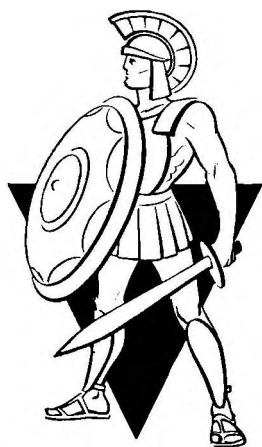
organic portion has an energy content at least half that of coal and can either be converted directly into steam or electrical power, or directly as a result of its conversion into gas or oil first. Interestingly enough, the investment required to recover the energy in the municipal waste stream represents one of the best energy related investments this country can make. Recently, the National Academy of Engineers and the National Academy of Sciences indicated our country would have to spend \$500 billion or \$600 billion in the next decade, under Project Independence, to double the amount of energy produced in the United States or \$5 billion or \$6 billion for each percent increase in energy supply. Only \$5 billion dollars spent for energy recovery from this country's municipal waste streams, however, will produce a 2.5% of the increase in the amount of energy available to meet future needs. What we are talking about here makes sense not only from an environmental point of view, but from the point of view of national energy policy, as well. Thus, solutions are becoming feasible for not only the problem of beverage-related solid waste, but for all municipal solid waste, as well. Furthermore, when you consider the relatively minor role which beverage packaging plays in municipal solid waste, it

is probably fair to say that moving forward will be 10 to 15 times as effective in reducing solid waste as moving backwards. At the present time, most municipal waste ends up in open dumps or sanitary land fills which present a very real environmental problem of their own, the contamination of ground water supplies with potentially poisonous leachates seeping down into the earth from the decomposing mess above. Modern municipal recycling systems greatly reduce the volume of material that has to be dumped and thereby greatly reduce the serious hazards associated with present disposal methods.

In addition, moving forward towards municipal resource recovery systems wherever practicable will ultimately produce very significant savings over present and projected municipal waste handling costs. The state of Connecticut has recently committed itself to a \$270 million program to treat all of the municipal wastes generated in Connecticut's urban communities in a series of regional resource recovery centers. It is estimated that these centers will save Connecticut's communities at least \$100 million before 1985. If Connecticut's savings are projected over urban America as a whole, the amount of money that our country might save overall would be on the order of \$6 to \$7 billion dollars during the same period of time. These savings represent what we call the **Environmental Dividend**. This money might be

(Continued on Page 28)

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THE INDEPENDENT
RETAILER!**



SPARTAN STORES INC.

GRAND RAPIDS - PLYMOUTH, MICHIGAN

"LOWER PRICES THROUGH GROUP PURCHASING"

**DETROIT RENDERING
COMPANY**

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Mabel, another Black Label!



America's Lusty, Lively Beer

Black Label is a full-flavored brew, with a taste that comes through straight and true... beer after beer.



Phone: (313) 358-2252

Recycling the Answer

(Continued from Page 26)

used not only to support more effective anti-litter programs, including more frequent clean-up and service for our metropolitan communities where 80% of the litter is located and where these things have suffered as a result of the cities' fiscal crises in recent years, but also greatly stepped-up efforts to promote the three E's so important to any anti-litter program—education, enforcement, and equipment, as well. These programs would require only a fraction of the **Environmental Dividend**, and an awful lot of money becomes available for other socially or environmentally desirable purposes.


In this way, by moving forward, we begin to see the outlines of a positive approach to the solution of the problems associated with beverage-related energy demands, solid waste disposal and litter problems. In addition, funds should become available for other environmentally sound projects as well. Our country has almost unlimited opportunities to improve the existing environment, but very restricted resources available to meet these challenges. For these reasons, funds allocated for environmental improvement must

be husbanded very carefully.

It will become increasingly obvious in the coming months that moving forward towards resource recovery systems will be a far more cost effective solution to those very real environmental problems that concern us all than moving backwards to returnable systems. Someone will surely ask, "Why shouldn't we do both—that is to say, support municipal recycling facilities and eliminate one-way-beverage packaging as well?" The answer is that once we have effective municipal systems, there are no significant solid waste benefits to be achieved, and any energy savings are debatable, particularly in view of the progress being made toward convenience packaging systems that will use less energy, when combined with municipal recycling, than the returnable system of the years past.

As for litter, all proposed solutions to that problem, including Oregon's, require increased educational efforts, more equipment and better enforcement, together with greatly stepped-up clean-up, as well. It has been clearly established that "litter begets litter" and that much of the litter that prompts the thoughtless disposal of beverage containers stems from

(Continued on Page 57)



**"Sun-glo
pop
is the
favorite
drink
at our home"**

Al Kaline

SUN-GLO pop comes in quarts and cans
with lots of flavors to choose from
and we think
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America's fastest-growing family of cigarette brands



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come from
PHILIP MORRIS USA

Your Association Staff



EDWARD DEEB
Executive Director



JUDY MacNICOL
Office Secretary



RENE SANDERSON
Insurance Secretary

ALSO: JACQUELINE HOLLAND — NANCY ROCK — CONNIE HARDESTY



Very Special Company

Some well-known names here. They're 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.

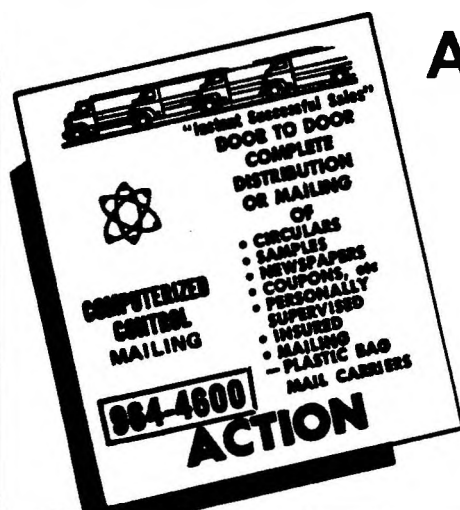
If your business
isn't becoming
to you

Then you should
be coming
to us.

ACTION!

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YOUR BUSINESS
COULD GET
BETTER



ACTION ADVERTISING COMPANY

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REASON TO SMILE — George Najar, left, sales manager for Sun-Glo Pop, has reason to smile as he points to a major factor in Sun-Glo's 1974 sales success. Detroit Tiger all-star Al Kaline, center, has been spokesman for the product on radio and TV commercials as well as in newspaper advertising. David Paulson, right, Sun-Glo vice-president is also pictured . . . smiling.

AFD Director Ray Shoulders On Whirlwind Speaking Tour

Ray Shoulders, operator of Shoulders Markets, Detroit, and a director of the Associated Food Dealers, has been off and running on a busy speaking tour around the nation.

Recently, Shoulders addressed the annual convention of the National Association of Black Police Officers in Los Angeles. His topic: "A Challenge to the Future of the Black Police Officers," which was geared around the role of policemen generally, and how black police officers could better prepare themselves to future positions of responsibility.

While at the Los Angeles convention, Shoulders served as a panelist with Patrick Murphy, New York City police chief, who formerly headed Detroit's police department.

Last month, Shoulders addressed the graduating class at General Motors Institute (GMI) in Flint. His topic: "Respectability of the Law in a Changing Society."

Shoulders said he had another half-dozen speaking engagements in early 1975 which will take him to Kentucky, Washington D. C., among other cities.

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FLINT, MICH.
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**Fellow Citizens!
We demand WILSON'S
Mello-"D" Milk**



Wilson's Mello Pak Ice Cream, Too!

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Toll Free Number 1-800-572-1998

"Stay Fresh" DAIRY FOODS THROUGHOUT MICHIGAN

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.

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- BUTTER and OLEO
- EGGS
- SPARE RIBS
- BEEF SIDES and CUTS
- FRESH LOCAL PORK
- LUNCHMEATS & SAUSAGES
- SMOKED HAM and BACON
- SALT PORK
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COUPONS MEAN CASH!**

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**THEY
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GIRL**

**TO MAKE THEIR
BAKING BETTER**



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

**IT'S
"GROCER'S
WEEK
IN MICHIGAN"**

**February 16
through
February 22**



Continental will put your product “on the map” in a 5 billion dollar market

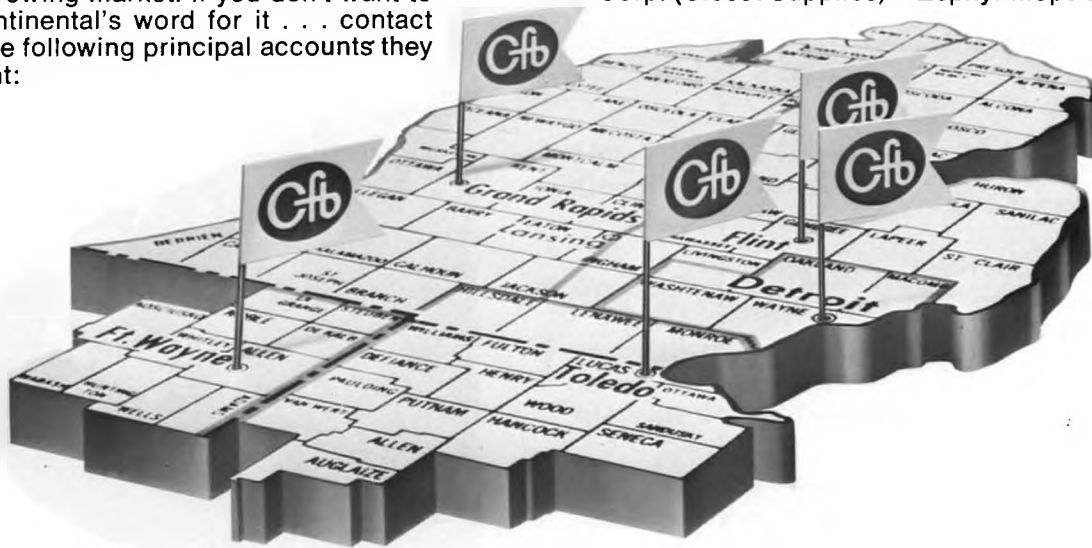
With five strategically located sales offices and a staff of 40 food sales veterans, Continental can put your product “on the map” and on the shelves of over 10,000 chain and independent grocery outlets in Michigan, northern Ohio and Indiana.

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



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Continental Food Brokerage Co.

17501 W. Eight Mile Rd., Detroit, Michigan 48235

Sales Offices: Flint, Michigan; Grand Rapids, Michigan; Fort Wayne, Indiana; Toledo, Ohio

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:

Michigan Cottage Cheese
Superior Potato Chips

Banquet Sponsors:

Borden Company
Carling Brewing Company
Darling & Company
Detroit Coca-Cola Bottling Co.
Detroit Rendering Company
Farm Crest Bakeries
Paul Inman Associates
Kar-Nut Products Company
Kraft Foods
Ralston Purina Company
Spartan Stores, Inc.
Squirt-Detroit Bottling Co.
Stroh Brewery Company
Ward Foods
Warner Vineyards (Cask)
Wayne Soap Company
Ira Wilson & Sons Dairy

Dinner Wines:

Cask Wines, produced
by Warner Vineyards, Inc.

Entertainment Sponsors:

Faygo Beverages, Inc.
Gohs Inventory Service
Grocers Baking Company
Grosse Pointe Quality Foods
Seven-Up Bottling Company
United Brokerage Company
Velvet Food Products

Prizes:

AFD Friends

AFD 59th Anniversary

Tuesday, February



Dance to the Fabulous
TOMMY DORSEY ORCHESTRA
directed by Murray Mc Eachern



Food Trade Dinner

Raleigh House, Southfield



Guest of Honor
PHILLIP G. TANNIAN
Detroit Police Chief

THE PROGRAM

- Invocation,
Rev. Ray Shoulders;
- Edward Deeb,
AFD Executive Director;
- Fred Falle, President DAGMR;
- Louis Vescio, AFD President
- Hon. Phillip G. Tannian,
Detroit Police Chief
and Guest of Honor;
- Special Presentations;
- Installation,
Judge George Bashara, Jr.,
Michigan Court of Appeals;
- Dancing to the fabulous
Tommy Dorsey Orchestra,
under the direction of
Murray Mc Eachern

Door Prizes,
during orchestra's first
intermission.

Merchandising

Goebel Brewing Company has announced the appointment of William DeCesare as sales coordinator between the firm's distributors in Michigan, Ohio, New York, Pennsylvania, Illinois, Indiana and Wisconsin. The announcement was made by Raymond J. Kowalski, Goebel branch manager.

* * *

Harold M. Lincoln Co., an AFD member, has named Ado Rorai general merchandise sales manager and account manager.

* * *

Carling Brewing Company, an AFD member, has appointed Robert T. Ross as vice-president of sales. Ross was formerly national sales manager.

* * *

Sullivan Sales, Inc. has announced it has been appointed representative for Triple-G Foods' Redi-Lac nonfat dry milk, according to an announcement by president John Sullivan. It was also announced that Richard Kelm has joined the firm as a sales representative.

* * *

Peter Eckrich and Sons, an AFD member, has announced the recent completion of a new company

motion picture titled. "The House That Sausage Built," according to Norman C. Widenhofer, administrator of trade and consumer relations. The movie with related presentation runs approximately 40-45 minutes, and is available to church, civic, home economics, and women's organizations.

Inman Announces Promotions

Paul Inman, Associates, Inc., an AFD member, has announced three promotions at the company, according to executive vice-president Gerald C. Inman.

Robert Godfrey was appointed to vice-president and retail sales manager, Florida, for Briggs-Inman Associates, a wholly-owned subsidiary of Paul Inman Associates, Inc. He formerly was vice-president and sales manager for the Farmington-based firm.

William Schneider was promoted to retail sales manager in Detroit, succeeding Godfrey.

Donald Bauman was promoted to director of general merchandise, confectionery and canned good sales. Reporting to him are John Sweeney, director of health & beauty aids; and Joseph LeVigne, director of confectionery.

Congratulations and Best Wishes

to the Associated Food Dealers

ON YOUR 59th BIRTHDAY!



ITT-CONTINENTAL BAKING COMPANY

Bakers of Wonder Bread and Hostess Cakes and

** Home Pride **

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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.

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Phone (313) 898-1900

Psychologists Deplore Seven-Day Shopping

Reprinted from
The Detroit News

Sunday is no longer a "day of rest."

And Americans are suffering be-

cause of it, believes at least one minister.

Sundays have turned into hectic days with shopping centers and many businesses open.

The result is the day of rest for the human spirit — a day which goes back to ancient biblical times — has been lost.

A Jesuit priest and a psychologist, who is a Zen Buddhist, both believe the human being loses something of value when some quiet time is not set aside.

Fr. Kenneth Kunert, SJ, of the University of Detroit says persons need to "set the day aside with the focus that this is God's day, even if we only give him a small part of it, but at least to give him a passing thought and hopefully much more than that."

Going to church is a part of that day but can become an obligation, says Fr. Kunert, rather than something done "because of a need to communicate, to get to know God."

"We're getting this feeling that one day doesn't really look any different from any part of the week. We have to start scrambling to find this recreation and escape and it becomes an escape rather than self-entertainment, rather than sharing with the family.

"We get caught up in the

material, nonintellectual involvement in life."

Dr. Sandor Brent, psychologist at Wayne State University and a member of a local Zen Buddhist group, thinks persons should have time daily to contemplate life in general. He says more time should be set aside every seven to 10 days so persons can get in touch with themselves.

"What I recommend very strongly is before going to bed at night to take anywhere from five to 20 minutes to review the day," says Dr. Brent, who studied Zen Buddhism in Japan for one year.

"This is not to remember things but to forget them, to let go any unfinished business. I recommend doing the same thing in the morning, to let go any bad dreams, anything unfinished."

Dr. Brent says there's "nothing magic" about taking the seventh day or the 10th day, as in Japan.

"Even going to church is a kind of a constraint but if people want to, they should," Dr. Brent says.

"A person may decide he wants to go to church. Another may wake up and decide how he'd like to spend the day and if that's too heavy, how to spend the next hour."

Fr. Kunert says time alone

(Continued on Page 42)

IT'S "GROCER'S WEEK IN MICHIGAN"

February 16
through
February 22



BEST WISHES
To Lou Vescio and all
the AFD Officers for a
Successful Year!

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Seven-Day Shopping

(Continued from Page 40)

may not be "necessary every week but at frequent intervals, to 'get it all together' as the kids say. We all need time when we can put aside the day to day worries and concerns.

"A number of things happen when Sunday becomes like almost every other day in terms of work and buying things."

"The six-day work week for many people has forced Sunday into a

necessary shopping day and there is a problem for those who have to work on Sunday."

"There is the possible emphasis on the materialistic needs of this world — food and so forth — and there never really is a chance to have time to pray, to think of God, nature, even family and, Sunday is a day which really belongs to the family."

Observance of a day of rest is found in the Old Testament where

the Sabbath began at sundown Friday, says Fr. Kunert.

The very early church kept the practice of the Sabbath, then changing to Sunday as the Lord's Day.

Dr. Brent, extending his thinking about the necessity for getting in touch with the inner self, thinks factories could operate with a labor pool which came in at their favored time, rather than reporting in on the company's time.

"The way to do it is very simple," Dr. Brent says, "The factory doesn't care who shows up. What they have to decide is how big a pool is needed to guarantee lines are maintained all the time.

"Some could show up every day. Others might need three days off in a row or 10 days to be by themselves. We'd have very much happier people."

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59th Anniversary Greetings

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to the Officers and Members of Associated Food Dealers**

from all of us at

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Detroit's Eastern Market Center Gets Started

"A great spirit of cooperation among the businessmen involved in Detroit's Eastern Market made the new Wholesale Distribution Center possible," according to John Stevens Associates, Inc., architects and engineers for the \$4 million Eastern Market project.

Formal ground-breaking was held last December for Mercurio Brothers Banana, the first tenant in the four phase project which will include Vincent Vitale, J. & I. Trucking, State Wholesale Grocers, and others. The structure will be built facing Rivard Street, just south of new Wilkins Street.

John Stevens Associates, Inc., designed the new facility and is responsible for the overall planning and design for the new structures planned for the commercial center.

Long-awaited by Eastern Market

businessmen and community residents, redevelopment of Eastern Market represents the growth and improvement of a distribution center vital to metropolitan Detroit.

Mercurio Brothers is the largest distributor of bananas in the metropolitan area for over 40 years. The structure covers 12,500 square feet. The interior is largely devoted to individual banana storage coolers that precisely control the sensitive ripening process.

The rear of the new Mercurio Brother facility adjoins a wide interior trucking mall. An important part of the Wholesale complex, the mall is designed to alleviate the traffic congestion on Russell Street by relocating most of the truck delivery traffic off the thoroughfares and sidewalks and to the interior of the development.

Future stores expected to locate in the new complex include produce wholesale - retail outlets, a branch bank, a full-service trucking center, import - export specialty shops and similar market oriented stores. Many businesses, now in older Eastern Market facilities, are planning to relocate into the new complex.

Metro Construction Systems, Inc., are general contractors for the Mercurio Brothers' structure.



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Are You Confused About Cholesterol?

The very real and justified concern over heart disease in this country has spawned a "pop culture" on the dietary aspects of the subject, says Dr. William C. Sherman, Chicago, of the National Live Stock and Meat Board. Dr. Sherman is Director of Nutrition Research of the Meat Board.

"The words cholesterol, saturated, polyunsaturated, atherosclerosis, and coronary have become so familiar everyone uses them with great abandon, although very few really know what they mean," said Sherman. There appears to be widespread misunderstanding regarding the difference between dietary cholesterol and saturated fat, he stated, noting that frequent references are made to "cholesterol laden" meat or meat "laced with cholesterol" or the "high cholesterol content" of meat.

"Actually, meat is low in cholesterol content," he said. "A standard serving (100 grams or 3½ oz.) of beef, pork or lamb has only about 70 milligrams of cholesterol. Veal is slightly higher with a standard serving having about 90 milligrams. Variety meats show a higher cholesterol content with liver having 300 milligrams and kidney having 345 milligrams of

cholesterol in a standard serving."

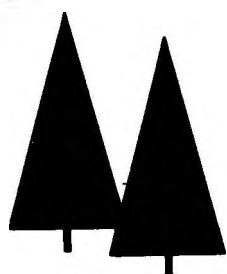
The average human body uses and replenishes about 2 grams (2,000 milligrams) of cholesterol in a 24 hour period. Average daily per capita consumption of cholesterol is about 600 milligrams. Experiments, primarily with test animals, indicate that the body's mechanisms are set up in such a way that the amount of cholesterol consumed offsets a like amount the body would otherwise have manufactured.

"The point is," says Dr. Sherman, "that restricting intake of dietary cholesterol would not necessarily lessen the level of cholesterol in the blood and throughout the body. The body would simply produce the additional amount necessary to reach that 2,000 milligrams it needs for proper functioning.

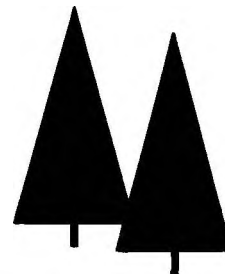
"Despite the 'bad guy' image that has been projected of cholesterol, it is critically important to humans, to all animal life," the nutrition scientist said. Cholesterol plays a vital role in regulating the passage of nutrients and waste. It is also used by the body in the production of sex hormones, bile salts, vitamin D and adrenal gland hormones.

"It is true," he continued, "that facts which are high in saturated fatty acids, tend to raise blood cholesterol while those which are high in polyunsaturated fatty acids, mainly certain vegetable oils,

(Continued on Page 46)



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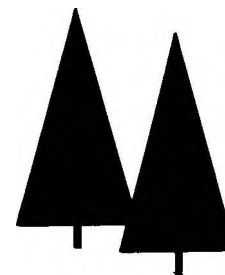
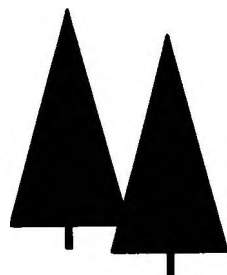
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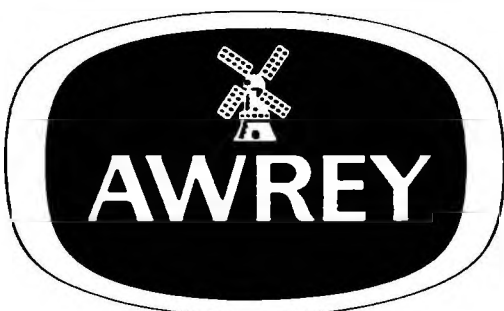
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Cholesterol

(Continued from Page 45)

when substituted for saturated fats, tend to lower blood cholesterol (10–15%).”

Sherman states that all experiments with animals have shown a much greater reduction in serum and body cholesterol (30–50%) by the addition of fiber than by the addition of polyunsaturated fats and oils and/or the reduction of saturated fats. There have been similar effects with humans in regard to blood cholesterol.

He reported that increasing the amount of crude fiber foods — whole grain products, vegetables, fruits — in the diet has been shown to reduce cholesterol levels effectively without other changes in the normal diet, including meat and fat. He explained that the bulk added by crude fiber moves solid waste more rapidly from the body, speeding the elimination of both cholesterol and possible carcinogenic products.

Nine At Stroh's Promoted

A Tennessee public affairs executive has been named market development manager of the Stroh Brewery Company for the firm's 11-state marketing area, according to an announcement made by Leo P. Brown, general sales manager.

He is Robert J. Booker, until recently administrative assistant to Knoxville Mayor Kyle Testerman. Prior to his city administrative post, Booker served as a Representative in the Tennessee State Legislature.

In addition, Brown announced four new promotions in the sales department. They are:

Joseph H. Jostock of St. Clair Shore, named administrative assistant to the general sales manager.

Donald J. McCarthy of Owosso, named market survey manager, a new position.

James P. Cleary of Birmingham, Mich., named a sales supervisor in Michigan.

L. Michael Thompson of Erie, Pa., named sales supervisor in northwestern Pennsylvania.

In addition, Stroh's announced three promotions in the marketing department. They are:

M. John MacLeond of Farmington, named assistant sales promotion manager.

Stuart M. Portnoy, Farmington, named administrative assistant to the vice-president of marketing; and Fred C. Gardner, Detroit, named advertising assistant.



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Gov. Milliken Voices Support Of Michigan Wineries

Gov. Wm. Milliken and Robert Wozniak, the President of the Michigan Wine Institute, met together recently in Lansing to discuss the growth of the wine industry in Michigan. Michigan ranks among the top five wine-grape producing states in the U. S. and has almost 17,000 acres of vineyards located in Southwestern Michigan.

Wozniak, who is also the president of Bronte Champagnes and Wines Co., had plenty of facts for Gov. Milliken.

"What most people don't know about Michigan wines is that they are of superior quality. Grown right here, in Southwestern Michigan, our grapes have the advantage of Michigan's light sandy soil and gentle lake breezes . . . growing conditions equal to many of Europe's most famous wine growing regions," said Wozniak.

Recently, the ideal climate and soil conditions have prompted new research and successfully developed new grape varieties enabling Michigan vintners to expand and introduce the drier red and white premium table wines.

In addition to producing excellent wines and champagnes, wineries such as Bronte have done much to spur the growth of Michigan's tourist industry. Last year alone (1974) over one-half million people toured the wineries and vineyards of Southwestern Michigan.

Gov. Milliken voiced his support of the State's wine industry and congratulated Wozniak on the efforts of the Wine Institute to further the growth and quality of wine production in Michigan.

Did you know there are:

1,389 grape growers in Michigan?

16,879 vineyards acres?

8.5 million vines?

Michigan is one of the oldest commercial wine making districts in the U. S.

Michigan is one of the top five wine-grape producing states in the U. S. ?

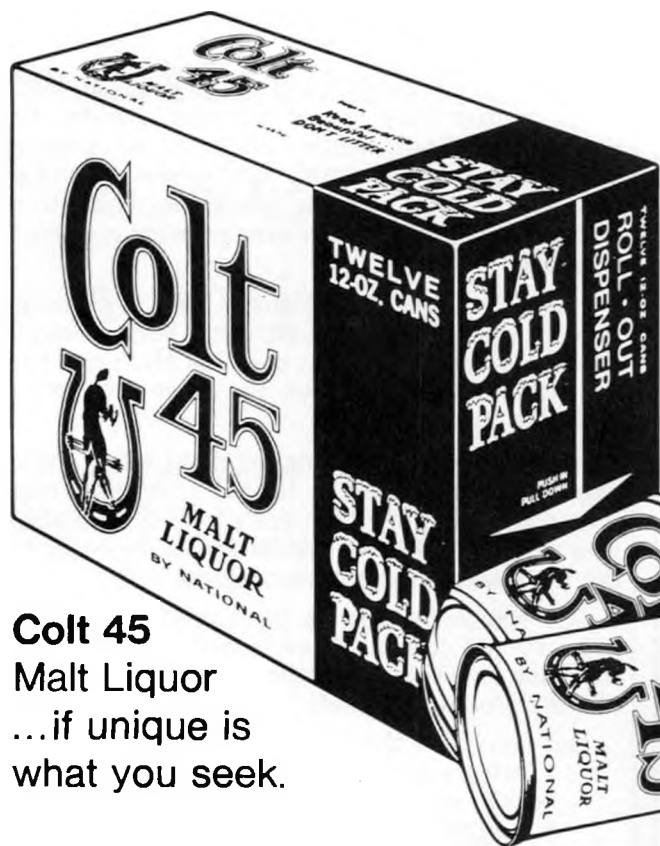
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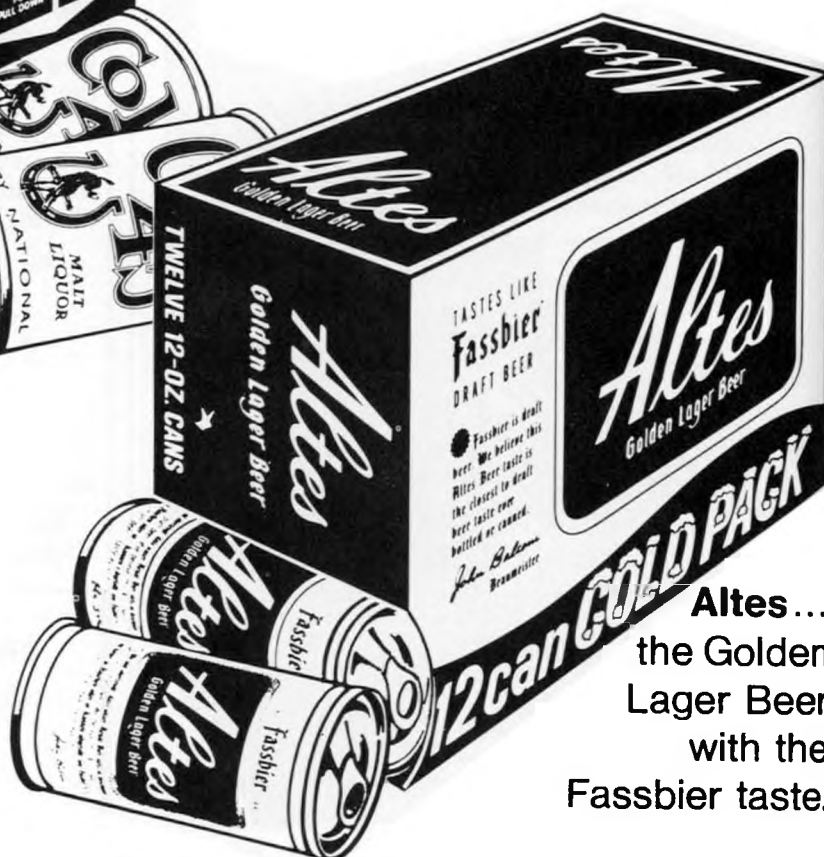
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NAWGA Announces Workshop Schedule

The National-American Wholesale Grocers Association has announced that its 1975 convention will be held March 16-19 at The Palmer House, Chicago.

In addition, NAWGA has launched an extensive series of operational and educational seminars around the country. The following is the list of the remaining seminars, where located, and subject to be discussed:

April 7-8, GMI Start-Up Clinic on beginning or enlarging warehouse divisions, Chase-Park Plaza, St. Louis Mo.

April 14-16, Delivery Seminar on scheduling and delivery procedures; Indianapolis Hilton Hotel, Indianapolis, Ind.

April 28-30, Retailer Counseling School to define and improve re-

tailer profits through better performance and productivity; Key Bridge Marriott, Washington, D. C.

May 19-21, Advertising Seminar; Mariott Hotel, Pittsburgh, Pa.

June 2-4, IFDA Foodservice Clinic, Shamrock Hilton, Houston, Texas.

June 9-10, Frozen Food Counseling School, McCormick Inn, Chicago, Ill.

June 25-27, Operations Executives Conference, Bishops Lodge, Santa Fe, N. M.

July 14-16, Cash & Carry Seminar, Pittsburgh.

July 23-25, Sales Management Conference, Scottsdale, Ariz.

Aug. 13-15, Store Development Conference, Colorado Springs, Colo.

Aug. 25-27, Retail Accounting School, St. Louis, Mo.

Sept. 8-10, GMI Merchandising Conference, New Orleans, La.

Oct. 13-15, Meat Operations Seminar, New Orleans.

Oct. 20-22, Warehouse Seminar, Chicago.

Oct. 27-29, Retailer Counseling School, Atlanta, Ga.

Nov. 10-11, Human Resources Seminar, Houston, Tex.

Nov. 12-14, IFDA Sales Managers School, Chicago.

Nov. 17-18, GMI Operations Seminar, site to be selected.

Dec. 1-3, Data Processing Seminar, Dallas.

For further information, contact NAWGA by writing to 51 Madison Ave., New York, N. Y. 10010.

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SALES AWARD for achieving 100% distribution at retail of Green Magic products was awarded to Bob Jones Company's Detroit office. Jerry Warner, president of Allied American Corporation, right, congratulates John Wearing Jones divisional manager. Looking on at left are Fred Falle and Dick Socia, both with the food brokerage.

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You Get An Extra Dividend From Belonging

Feudal parliaments had three "estates" — clergy, nobles and bourgeoisie (commons). In his French Revolution, Thomas Carlyle hailed the emergence of the Fourth Estate, comprised of "able editors, new printers and new journals," which shaped and rallied public opinion and grabbed leadership from the national assembly. The collective power of the press remains as potent as ever, as the Watergate incident shows.

There is also a Fifth Estate that wields great influence in America, and every association member is part of it. Trade associations, professional societies, civic and charitable groups—these and every other type of membership organization play an unchallenged role in the conduct of national, state and local affairs. As everyone knows who attended a hearing before a Senate or House committee, or at his state capital, association leaders provide the bulk of the testimony. This is the Voice of Democracy, and without its expert guidance legislation would harm considerably more than it helps.

Every citizen has a right to appear for or against a bill and to communicate individually with his Congressman. But those outside the Fifth Estate rarely do. Action and effectiveness stem from orga-

nization: before anything is accomplished there must be an alert, a call to arms, mobilization of willing adherents, and instruction in the course to be followed.

The Fifth Estate is not concerned exclusively with legislation. Internally, for instance, it fosters trade customs, codes of ethics and safety practices. Examples of external impact abound, including anti-pollution drives and standards that will make our land a better place to live.

This aspect of membership has to be read between the lines. There are plenty of other reasons for joining, especially direct benefits and services that repay the dues investment. But everyone who cares about the future of his country and his calling deserves to be enlisted in the Fifth Estate.

Contact the Associated Food Dealers for information on how you can become a member of our Fifth Estate. Write to 434 W. Eight Mile Rd., Detroit, Mich. 48220. Or Phone (313) 542-9550.



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Shurfine Announces Record Sale

Record sales were announced to the general managers and personnel from Shurfine's 38 distribution warehouses attending Shurfine-Central's 3-day annual wintersmarketing meeting, held this year at the Dutch Inn, Lake Buena Vista, Florida recently.

President and general manager Raymond G. Avischious, proudly announced a record breaking 33% increase in dollar sales for the first six months of Shurfine's fiscal year . . . \$117 million in sales as compared with 88 million for the same period during the previous year. These figures reflect an aggressive, successful attempt by Shurfine to "fight back" during times of shortages and a general down economy.

Avischious and his marketing personnel reviewed their Viking Groce-

ry Bag operation, which has been highly successful to the organization. In addition, the product supply status was reviewed with the basic conclusion that in spite of numerous crop failures, Shurfine-Central hopes to meet its total commitments for the balance of the year. Other areas discussed were competitive pricing and a complete review of Shurfine's successful Fall Carnival promotion campaign.

Michigan Week May 17 - 24

Michigan Week this year will be held May 17-24.

Theme for this year's celebration: "Michigan - Pioneer in Progress."

Plan on tying in with the week-long celebration.

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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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Mobile Quality Control Lab Serves Chatham Units

A quality control lab on wheels has been instituted by Chatham Super Markets to regularly check quality control and sanitation at the firm's 44 stores in the Detroit area.

According to Don C. Rishoi, director of Chatham's quality control and environmental sanitation program, the mobile van is primarily designed for self-protection since food stores are regularly inspected by state, county and local inspectors, and not a publicly stunt.

The mobile laboratory is believed to be the first of its kind in Detroit according to Rishoi, and conceivable the first in the nation. It will make up to

700 inspections this year, he said, at not only Chatham's stores, but the firm's processing plant and warehouses as well.

The lab carries equipment to check fat content in ground beef, perform weight checks, detect contamination in produce, and take bacterial cultures. A built-in refrigerator allows for storage of sterile equipment and microbiological testing, according to Rishoi.

In addition, the unit is able to deliver refrigerated perishable products samples to the firm's independent laboratory in Garden City for analysis, and will serve as a mobile office for writing and controlling inspection reports.

The objective is also to assure its customers of quality products, while maintaining both company and government standards.



In Eastern Michigan



Member
Great Lakes
Marketing
Associates,
Inc.

Faygo Announces Promotions

Faygo Beverages, Inc. has promoted Jack E. Myers to regional sales manager, responsible for all the company's U. S. sales outside Michigan. Prior to his new assignment, Myers was key accounts manager for Faygo.

At the same time, Faygo announced the appointment of Maryann J. Rapin as manager of employee benefits programs, a newly created post. She was formerly with Detroit Automotive Products.

The soft drink company, which has been rapidly expanding to various new marketing areas, also announced it began shipping its products into Chicago, Illinois. M. J. Holland, Inc., of Park Ridge, Ill., has been appointed Faygo broker for Chicago and northern Illinois.

Also, citing increased sugar prices as being "more unconscionable than inflationary," Faygo announced a rebate program to consumers who buy sugar-free rather than sugar-sweetened soft drinks. The rebate amounts to 5-cents per bottle. In so doing, Faygo is believed to be the first area soft drink company to differentiate in prices between regular and diet drinks.

Since the announcement, several other soft drink companies have begun differentiating the prices of regular versus diet drinks.

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QUALITY CHECKD

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.

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BEEF — VEAL

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Recycling the Answer

(Continued from Page 28)

mess that should have been and will have to be cleaned up in any case before behaviour patterns can be changed. Thus, "returning to returnables" can be effective only to a degree, once municipal recycling systems come into being. To spend \$5 billion to achieve relatively limited benefits would be to squander previous funds that could be better used to improve our environment to other, far more important problem areas.

Looking at the problems of convenience packaging from a somewhat broader perspective, there appear to be four alternative approaches: (1) to do nothing, (2) to return to returnables, (3) to move forward to municipal recycling, and (4) to do both, that is to say, go forward and back. Let us take a look at each, in turn.

To do nothing will cost the American people approximately \$15 billion and provide absolutely no help whatsoever for both the packaging related problems of energy, solid waste, and litter. The reason for this is that, under the assumptions of the National Academy of Engineering Study, a \$15 billion dollar investment will be required to produce 2.5 to 3.1

percent of our total energy growth requirements under Project Independence; i. e., the same amount of energy that a \$5.0 billion investment in a resource recovery system would also yield. The productivity of a dollar investment in an energy/resource recovery system is approximately 3 times that of an average dollar investment in the energy systems discussed in the National Academy of Engineering study. If the energy recoverable from municipal waste is developed, then the most costly energy proposed to meet our needs within the framework of Project Independence will not have to be developed. Conversely, if this energy from municipal waste is not recovered, we will have to pay approximately \$15 billion to develop energy from other sources. As I have indicated earlier, a \$5.0 billion investment in municipal resource recovery facilities will help reduce the serious environmental hazards associated with present disposal methods. Please think for a moment, however, about the environmental problems that will be added by a \$15 billion dollar investment in atomic power plants, off-shore oil wells, and coal strip-mining operations—a \$15 billion investment that might not otherwise have been required.

If we go backwards, it will cost our country approximately \$20 billion, \$15 billion for energy development from the most costly sources, plus \$5 billion to cover all of the costs associated with re-

(Continued on Page 59)

United States Cold Storage

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Vescio's – Long History of Success

The new president of the Associated Food Dealers, Louis Vescio, and his family, have a solid background in Michigan's food distribution industry. The following is some background of the history and growth of Vescio Super Markets, headquartered in Saginaw.

The success of Vescio Super Markets is living proof that the United States is a land of opportu-

nity. For Mr. and Mrs. Ralph Vescio, founders of the company the dream of opening a corner grocery store has developed into a family tradition where the business is now being carried on by their two sons, Nicholas and Louis.

The elder Vescio worked as a laborer for the Pere Marquette Railroad and Malleable Iron Foundry in Saginaw in order to put away

enough money to open the original Vescio store in 1931 on Wadsworth Street in Saginaw. With the business philosophy of personal attention, and a stock valued at \$337, Ralph Vescio faced the Great Depression.

In spite of those difficult years, when other businesses were failing, the Vescio business grew to the point where a larger store was needed. In 1941, Mr. and Mrs. Vescio decided to replace the old frame store with a modern, sparkling super market. Quite a revolutionary development for Saginaw in 1941. Located adjacent to the original, the new store boasted a 2,400 square foot area.

The store was an immediate success with many new customers joining those already convinced that Vescio's had much to offer when it came to shopping for their family's food needs.

At that time, in his grand opening ad, Mr. Ralph Vescio said: "I want to take this opportunity to thank all of you for your support which has made my success possible. I hope to continue to serve you for many years to come. Let us all be thankful that we live in a country where there is still an opportunity for advancement and reward for honest endeavor."

This building was expanded and modernized extensively in 1953 when Mr. Vescio's sons joined their father in the business.

Then in 1957 encouraged by the success of their enterprise, by the loyalty of their customers, and by the popular acceptance of the Vescio way of doing business, a decision was made which became an important milestone in the growth of the Vescio organization. They decided to expand into a new market by opening a Vescio store in Midland. From the outset, the store proved to be a tremendous success and soon it was time to grow again.

In 1957, Vescio's embarked on a program of expansion that, in less than five years, saw the organization

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

FORT WAYNE, Indiana: 3402 North Anthony Blvd. 46805 -

North Anthony Shopping Center - Suite #2/Phone: (219) 484-6969

(Continued on Page 61)

Recycling the Answer

(Continued from Page 57)

turning to returnables.

If we go forward, however, it will cost us approximately \$5 billion but it will save us the \$15 billion required to develop energy from costly alternative sources. At the same time, greater progress towards the solution of packaging-related problems of energy, solid waste and litter will also become possible.

The last alternative, going forward and going back, will cost \$10 billion and will save \$15 billion. At first glance, that might seem attractive, but upon closer examination, it becomes apparent that there is no significant benefit to be achieved over our third alternative by an incremental expenditure of \$5 billion dollars. That additional money can and should be much more wisely spent on other equally desirable environmental objectives.

Now, let's take a look at what happens when we "annualize" the costs associated with these alternatives.

It is my view, and the view of all of the members of the United States Brewers Association, the Senate Bill 3560, the Randolph Bill, if adopted, would solve in large measure the problems with which we are concerned. It would accelerate the construction of energy and resource recovery systems. Federal assistance is essential here. It hardly needs repeating that the cities and towns of the nation are in dire straits financially and have no funds of their own available to finance such projects. Then too, markets for recovered resources will be guaranteed and the consumer's freedom of choice will be preserved.

When those of us wrestle with the environmental problems associated with beverage packaging refer to the benefits which municipal recycling offers, our critics often reply that the public would be better served by a policy aimed at source reduction; that is, holding to a minimum the use of our earth's resources which are required for convenience packaging. What they fail to realize, however, is that municipal recycling is the best way to do just that. Municipal recovery systems will do more to reduce extraction of primary materials than returning to returnable bottles can ever do. At the same time, they will enable us to stretch out existing energy supplies and reduce our dependence on external energy sources in a way that returning to returnables can never do, either. In these inflationary times, when our modern, industrialized society is threatened with world-wide recession caused primarily by a four-fold increase in the cost of petroleum-derived energy, I do not think there can be any serious doubt that public policy would be best served by moving forward with municipal recycling systems as fast as we possibly can.

Thank you.

END



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TAX TOPICS

Concepts Concerning Charitable Contributions

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

Contributions must be paid in cash or other property before the close of your tax year to be deductible. This applies whether you use the cash or accrual method. Consequently, you may deduct a contribution you charge to a bank credit card only in the year you actually pay the bank.

Dues, fees, or assessments that you pay to qualified organizations are deductible as contributions to the extent they exceed the monetary value of the benefits and privileges received in return. But dues, fees, or assessments paid to veterans' organizations, lodges, fraternal organizations, and country clubs are not deductible.

If you pay more than fair market value to a qualified organization for merchandise, goods, etc., the amount paid in excess of the value of the item may be a charitable contribu-



MILLER

tion. Suppose you pay \$20 for a box lunch at a church picnic. If the lunch, plus any entertainment or other services provided, has a fair market value of \$5.50, the excess of value \$14.50, will be a contribution to the church if the net proceeds of the picnic go exclusively to the church.

Benefit performances, etc. Payments you make for admission to or participation in charity balls, banquets, shows, sporting events, etc., are deductible to the extent they exceed the fair market value of the privileges or other benefits received.

Example. You pay \$10 to see a special showing of a movie, the net proceeds of which go to a qualified organization. Printed on the ticket is "Contribution-\$10." If the regular price for the movie is \$2, you have made a contribution to a qualified organization of \$8 (\$10-\$2).

Gifts of appreciated property. If you donate property with a fair market value that is greater than your basis in the property, you may have to reduce the fair market value by all or portion of the appreciation when computing your deduction.

If the donated property would result in ordinary

(Continued on Page 62)

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Vescio - Present-Day Success Story

(Continued from Page 58)

grow from a small company, operating two supermarkets, to a multi-million dollar corporation with 10 supermarkets in 4 cities. During the year of expansion, the Company purchased a former Kroger store on Genesee Street, one of Saginaw's main arteries, and then took over a Wrigley market in Owosso.

This burst of energy was followed by a short breathing spell to consolidate operations and iron out any kinks in the fast-growing organization.

Then in 1962, the company was at it again. With the completion of the new Sheridan Park Shopping Center, another Vescio Super Market was opened in Saginaw; and, later that year, a huge Vescio Super Market was opened on Bay Road in conjunction with a giant Arlan's Discount Store. But such rapid expansion created some difficulties, not the least of which was finding adequate room at the general offices to house the supervisory and clerical personnel needed to operate an organization as large as Vescio's had become.

This problem was solved early in 1963 with the construction of new General Offices on Bay Road, near the new store.

Following this development, Vescio's made two important strides

forward. First, the Company acquired three Wrigley Super Markets in Bay City and then only a few weeks later, opened a brand new, distinctly different super market in the new K-Mart Plaza on the outskirts of Saginaw. This exciting innovation in super market design and layout, featuring a special "store within a store" housing the meat and produce departments, has occasioned much comment in the supermarket industry and has been the

subject of a number of stories in food industry trade journals.

From November of 1964 to November of 1965, Vescio's opened four new super markets. The first was a small unit in Auburn, and the second a huge, ultra-modern supermarket in Saginaw's West Michigan Plaza. The third and fourth units were located in Leslie and Howell, the first move into the Jackson market area.

1966 was a year to remember for the company. Additional acquisitions and construction of super markets in Clinton, Manchester, Te-

(Continued on Page 66)



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TAX TOPICS

(Continued from Page 60)

income or short-term capital gain if it were sold on the date of contribution, your deduction is limited to the fair market value less the amount that would be ordinary income or short-term capital gain.

Example. You donate to your church stock that you held for 3 months. The value of the stock is \$1,000 but you paid only \$800. Since the \$200 of appreciation would be short-term gain if you sold the stock, your deduction is limited to \$800.

Depreciable property is considered ordinary income property to the extent of any gain that would have been treated as ordinary income because of depreciation taken had the property been sold.

Gifts of capital gain property may normally be deducted at their fair market value. Capital gain property is property that would result in long-term capital gain if it were sold at its fair market value on the date of contribution.

Out-of-pocket expenses that you pay in rendering services without compensation to a charitable organi-

sation are deductible as contributions. These include amounts you pay for transportation from your home to the place where you serve. Reasonable payments for necessary meals and lodging while you are away from home donating services to a qualified organization are deductible.

Automobile expenses. You may deduct unreimbursed out-of-pocket expenses directly attributable to services you render to a charitable organization, such as expenditures for gas, oil, etc., in the operation of your car. You may not deduct a pro rata portion of general repair and maintenance expenses.

If you do not wish to deduct your actual expenses, you may use a standard rate of 7 cents a mile to determine your contribution.

In general, your contributions deduction cannot exceed 50% of your adjusted gross income for the year. Contributions to most charities may be deducted up to 50% of your adjusted gross income. However, contributions to certain private nonoperating foundations, veterans' organizations, fraternal societies, and cemetery organizations, and contributions for the use of any charitable organization, are limited to 20% of adjusted gross income. Also, there is a 30% of adjusted gross income limitation that applies only to

(Continued on Page 63)

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TAX TOPICS

(Continued from Page 62)

contributions of certain capital-gain property.

Carryovers. If your contributions to organizations to which the 50% limitation applies exceed the 50% limitation (or 30% for capital-gain property) in the year paid, the excess may be deducted in later years. All carryovers of property subject to the 30% limitation are treated in the same manner in the year to which they are carried over. The amount in excess of 50% (or 30%) of adjusted gross income may be deducted as a charitable contribution in each of the 5 succeeding years (until it is used up) but not beyond that time.

Contributions to private foundations to which the 20% limitation applies that cannot be deducted in the year paid because they exceed the allowable limits may not be carried over to a later year.

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GRAND RAPIDS Grocery Manufacturers' Representatives presented its Scholarship Award to WOOD radio, Grand Rapids, for aiding GRGMR in its fund-raising drive. Mike Lareau of WOOD accepts the plaque from John Gardner of Pillsbury Co., the scholarship chairman.

Flanking the two are, at left, Bob Saltsman of Scott Paper Co.; Gil Stover, Gil Stover Food Brokers; and Dick Church, Nabisco, far right. The group's first scholarship was awarded to Michael Riegler, who is attending Western Michigan University.

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Vescio's

(Continued from Page 61)

cumseh, Milan, Saline, Jackson and Alma brought the number of Vescio stores to an amazing twenty-eight.

In 1967, the company acquired two more stores. One in Ann Arbor and one in Coldwater making Vescio's seventh expansion into a new market in less than two years.

The acquisition of a store in Romulus gave the Vescio name representation in 12 counties. 1968 also saw the addition of stores in Hillsdale and Monroe, as well as the acquisition of two Farmer Jack Markets in Saginaw.

Vescio again expanded as Plumb stores in Ludington, Grand Haven, Muskegon, and Whitehall were added to what had become one of the state's largest independent super market organizations. At that time Nick Vescio felt the area could be depended on for its growth potential and continued development. Time has proven his theory correct.

The last store to be added for 1968 was to serve the Monroe area.

Additional expansion marked the years 1969 and 1970. In total nine new units were added to the Vescio chain to serve the public in Greenville, Bad Axe, Flint, Jonesville, Hudson, Quincy and Morenci.

Vescio's most recent acquisition was a former Kroger store in Saginaw which opened as a Vescio store October 24, 1973.

The "Momma and poppa" business is now a dynamic forty-four store organization serving markets all over lower Michigan. However its increases in size and magnitude have not diminished the goals and philosophy contained within the four walls of the original store on Wadsworth in Saginaw.

From the humble Wadsworth Street beginning to a mighty multi-million dollar corporation, Vescio's name was and remains today a tribute to the American way of life where hard work, high principles, and honest endeavor succeed.

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Ward S. Campbell, Inc.	(616) 531-9160
Gohs Inventory Service	353-5033
Moe R. Miller & Co.	557-5255
Mid-America Associates	585-7900
Reed, Roberts Associates	559-5480
RGIS Inventory Specialists	778-3530
Washington Inventory Service	557-1272

BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	522-1100
Farm Crest Bakeries	875-6545
Grennan Cook Book Cakes	259-1310
Grocers Baking Co. (Oven-Fresh)	537-2747
Independent Biscuit Company	584-1110
Koeppinger's Bakery, Inc.	564-5737
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Taystee Bread	896-3400
Tip Top Bread	554-1490
Wonder Bread	963-2330

BEVERAGES

Anheuser-Busch, Inc.	642-5888
Arrow Liquor Company	271-3100
Calvert Distillers Co.	354-6640
Canada Dry Corporation	868-5007
Carling Brewing Company	834-7170
Cask Wines	849-0220
Central Distributors of Beer	261-6710
City Beverage Company	(1) 373-0111
Coca-Cola Bottling Company	898-1900
Four Roses Distillers Co.	354-6330
J. Lewis Cooper Company	499-8700
Faygo Beverages	925-1600
Greater Macomb Beer & Wine Dist.	468-0950
Home Juice Company	925-9070
International Wine & Liquor Company	843-3700
Kozak Distributors, Inc.	871-8066
Leone & Son Wine Company	871-5200
L & L Wine Company	491-2828
Mavis Beverages	341-6500
Miller Brewing Company	465-2866
Mohawk Liqueur Corp.	962-4545
National Brewing Company (Altes)	921-0440
O'Donnell Importing Company	386-7600
Pabst Brewing Company	871-8066
Pepsi-Cola Bottling Company	366-5040
Schenley Affiliated Brands	353-0240
Scheppler Associates	647-4611
Schiffelin & Company	646-2729
Jos. Schlitz Brewing Co.	522-1568
Seagram Distillers Co.	354-5350
Seven-Up Bottling Company	537-7100
St. Julian Wine Company	961-5900
Stroh Brewery Company	961-5840
Squirt-Detroit Bottling Company	566-6360
Universal Wine & Liquor Co.	259-3610
H. J. Van Hollenbeck Distributors	293-8120
Vernor's RC Cola	833-8500
Viviano Wine Importers	883-1600
Hiram Walker, Inc.	823-1520
Wayne Distributing Company	274-3100
Vic Wertz Distributing Company	293-8282

BROKERS, REPRESENTATIVES

Acme Detroit Food Brokerage	968-0300
Allstate Sales-Marketing, Inc.	535-2070
R. F. Brown Sea Food Company	(517) 484-5428
Continental Food Brokerage	255-5880
Derthick & Associates	352-4074
Embassy Distributing	352-4243
Mid-America Food Brokers	342-4080
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Fin Brokerage Company	352-8061
Earl English Associates	546-5100
Harold M. Lincoln Co.	353-6800
John Huettnerman & Son	774-9700
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corporation	341-5905
Paul Kaye Associates	354-2070
George Keil Associates	273-4400
Harry E. Mayers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	354-1600
Merit Sales Corporation	835-5970
New Port Food Co. (imported meats)	561-2200
Gene Nielsen and Assoc. (Institutional)	646-3074
Northland Food Brokers	342-4330
Peterson & Vaughan, Inc.	838-8300
The Pfeister Company	355-3400
Sahakian & Salm	962-3533
Sosin Sales Company	963-8585
Stark & Company	358-3800
Stilles-DeCrick Company	884-4100
James K. Tamakian Company	424-8500
United Brokerage Co.	477-1800
Mort Weisman Associates	557-1350

DAIRY PRODUCTS

The Borden Company	583-9191
Detroit City Dairy, Inc.	868-5511
Detroit Pure Milk (Farm Maid)	837-6000
Grocer's Dairy Company	(616) 254-2104
Gunn Dairies Company	885-7500
Don Johnstone, Inc.	646-5398
Land O'Lakes Creameries	834-1400
McDonald Dairy Company	(313) 232-9193
Melody Dairy Company	557-3800
Ny-Best Distributors	(616) 694-6354
Sani-Seal Dairies	(517) 892-4581
Louis Sarver & Company-Milk-O-Mat	864-0550
Chas. H. Shaffer Distributor	(616) 694-2997
Sheffer's Lucious Cheese	(616) 673-2639
Stroh's Ice Cream	961-5840
Twin Pine Farm Dairy	584-7900
United Dairies, Inc.	584-7900
Vroman Foods, Inc.	(419) 479-2261
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Sons Dairy	895-6000

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DELICATESSEN

Detroit City Dairy, Inc.	868-5511
Home Style Foods Company	874-3250
Dudek Deli Foods (Quaker)	891-5226
Specialty Foods Company	893-5594

EGGS AND POULTRY

City Poultry Company	894-3000
Eastern Poultry Company	875-4040
Linwood Egg Company	345-8225
McCully Egg Company	455-4480
Orleans Poultry Company	833-1847
Water Wonderland Egg Corporation	789-8700

FISH AND SEAFOOD

Al Deuel Trout Farm	784-5427
Hamilton Fish Company	963-7855
United Fish Distributors	962-6355

FRESH PRODUCE

Andrews Bros. of Detroit	841-7400
Cusumano Bros. Produce Company	921-3430
Jarson & Ramboff, Inc.	841-1535
North Star Produce	463-3484

ICE PRODUCTS

Detroit City Ice	921-3003
PanCo, Inc.	531-6617

INSECT CONTROL

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

MANUFACTURERS

Baker/Beech-Nut Corp.	(216) 825-6584
Del Monte Foods	564-6977
Diamond Crystal Salt Company	399-7373
General Mills, Inc.	354-6140
Kraft Foods	964-5300
Mario's Food Products	923-3606
Morton Salt Company	843-6173
Prince Macaroni of Michigan	372-9100
Ralston Purina Company	477-5805
Red Pelican Food Products, Inc.	921-2500
Roman Cleanser Company	891-0700
Rosenthal Cleans-Quick Corp.	261-2100
Schmidt Noodle Company	921-2053
Shedd-Bartush Foods, Inc.	868-5810
Velvet Food Products	937-0600

MEAT PRODUCTS, PACKERS

Ed Barnes Provisions	963-7337
Broome Sausage Company	922-9627
Clover Meat Company	833-9050
Detroit Veal & Lamb, Inc.	962-8444
Bob Evans Farms, Inc.	422-8000
Feldman Brothers	963-2291
Flint Sausage Works (Salays)	(1) 239-3179
Frederick Packing Company	832-6080
Glendale Foods, Inc.	962-5973
Guzzardo Wholesale Meats, Inc.	321-1703
Hartig Meats	832-2080
Herrud & Company	(616) 456-7235
Hygrade Food Products Corp.	464-2400
Kirby Packing Company	831-1350
Kowalski Sausage Company, Inc.	873-8200
L-K-L Packing Company	833-1590
Oak Packing Company	961-2160
Pest Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Company	368-3310
Peter Eckrich & Sons, Inc.	531-4466
Peters Sausage Company	271-8400
Popp's Packing Company	365-8020
Primeat Packing Company	237-0087
Regal Packing Company	963-6777
Ruoff, Eugene Company	963-2430
Van Dyke Steak Company	875-0766
Weeks & Sons (Richmond)	727-2525

Winter Sausage Manufacturers	777-9080
Wolverine Packing Company	965-0153

MEDIA

The Daily Tribune, Royal Oak	541-3000
Detroit Free Press	222-6400
The Detroit News	222-2000
The Macomb Daily	463-1501
The Oakland Press	332-8181
Port Huron Times Herald	(1) 985-7171
WJBK-TV	557-9000
WWJ AM-FM-TV	222-2588

NON-FOOD DISTRIBUTORS

Arkin Distributing Company	349-9300
Camden Basket Company, Inc.	(517) 368-5211
Continental Paper & Supply Company	894-6300
Hartz Mountain Pet Products	349-9300 - 682-7588
Household Products, Inc.	682-1400
Items Galore, Inc.	939-7910
Ludington News Company	925-7600
Rust Craft Greeting Cards	534-4464

OFFICE SUPPLIES, EQUIPMENT

City Office Supplies, Inc.	885-5402
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POTATO CHIPS AND NUTS

Better Made Potato Chips	925-4774
Duchene (New Era Chips)	893-4393
Frito-Lay, Inc.	271-3000
Kar Nut Products Company	541-4180
Krun-Chee Potato Chips	341-1010
Superior Potato Chips	834-0800
Tom's Toasted Products	562-6660

PROMOTION

Action Advg. Dist. & Mailing Company	964-4600
Bowlus Display Company (signs)	278-6288
Green Giant Graphics	864-7900
Sperry & Hutchinson Company	474-3124
Stanley's Adv. & Distributing Company	961-7177
Steve Advertising Company	965-5865
Top Value Enterprises	352-9550

REAL ESTATE

Casey Associates, Inc.	357-3210
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RENDERERS

Darling & Company	928-7400
Detroit Rendering Company	571-2500
Wayne Soap Company	842-6002

SERVICES

Akers Refrigeration	557-3262
Atlantic Saw Service Company	965-1295
Detroit Warehouse Company	491-1500
Gulliver's Travel Agency	963-3261
Identiseal of Detroit	526-9800
Keene Pittsburgh-Erie Saw	835-0913

SPICES AND EXTRACTS

Frank Foods, Inc.	833-0025
Rafal Spice Company	962-6473

STORE SUPPLIES AND EQUIPMENT

Almor Corporation	539-0650
Belmont Paper & Bag Co.	491-6550
Butcher & Packer Supply Company	961-1250
Double Check Distributing Company	352-8228
Droshine Manufacturing Co.	852-1880
Hussmann Refrigeration, Inc.	398-3232
Globe Slicing Company (Biro)	545-1855
Great Lakes Cash Register, Inc.	383-3523
Hobart Manufacturing Company	542-5938
Lepire Paper & Twine Company	921-2834
Liberty Paper & Bag Company	921-3400
Master Butcher Supply Company	961-5656
Merchants Cash Register Co.	531-3808
Midwest Refrigeration Company	566-6341
Multi Refrigeration Inc.	399-3100
National Cash Register Company	871-2000
National Market Eqpt. Co.	545-0900
Pappas Cutlery & Grinding	965-3872
Square Deal Heating & Cooling	921-2345

TOBACCO DISTRIBUTORS

Fontana Brothers, Inc.	897-4000
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WAREHOUSES

Detroit Warehouse Company	491-1500
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WHOLESALE, FOOD DISTRIBUTORS

Central Grocery Company	235-0605
Continental Paper & Supply Company	894-6300
Grosse Pointe Quality Foods	871-4000
Kaplan's Wholesale Food Service	961-6561
M & B Distributing Co.	(1) 239-7689
Nor Les Sales, Inc.	674-4101
Raskin Food Company	865-1566
The Relish Shop	925-5979
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	(517) 823-8421
United Wholesale Grocery Co.	(616) 534-5438
Viking Food Stores	(616) 722-3151
Abner A. Wolf, Inc.	584-0600

Your Grocers Association Means More Strength

The Grocers Association is the method devised whereby members can obtain individual services more effectively by working together through a central office. It also gives the industry the united strength often needed and desired in our complex society of today.

Once upon a long, long time ago a woodcutter gathered together all the dry twigs in the neighboring forest and brought them to his hut. Then, he proceeded to break each twig in half so he could package them and bundle them for sale as kindling wood.

One day a sharp operator from town passed by the woodcutter's hut and watched him at his work.

"You foolish old man," laughed the town sharpie. "Why do you waste your time breaking those twigs one by one? Pick up a big handful and break a lot of them at one time."

The old woodcutter looked up and said, "When they are all together, they are too strong. Here, prove it to yourself. Take this group of twigs and see if you can break them in half."

The sharpie grasped the twigs and strained to do so. But he could not.

And thereby hangs the age-old moral of a very simple fact: it's easy to break one thing or one man or one business. But in a group, united, with specific aims, acting on problems with strength through numbers, joined together in an association — each individual becomes strong.

And what's in it for you?

The answer is **STRENGTH!** And that strength is, perhaps, the most important factor in the growth and purpose of any business association. — From "Florida Grocer"

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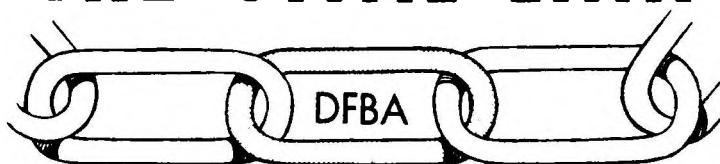
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