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**AFD**

**ASSOCIATED FOOD DEALERS**

The Grocers' Association

# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

MAY, 1975



## A 40 - Year Partnership

It was over 40 years ago when TreeSweet Products appointed The Pfeister Company as its Michigan brokerage. Recently, the company held a special dinner in honor of that successful marriage. Sol Kurtzman, center, president of Pfeister Company, accepts a plaque from Robert Graves, left, TreeSweet president, as R. C. McCracken, president of DiGiorgio, parent company for TreeSweet looks on.

# It's Time!



Originally it was a promotion.

Now it's become a tradition.

It's the Fourth Annual Stroh-A-Party Time — that time of the year when people come out of their shells after being indoors for months, to socialize with friends and neighbors.

We don't have to tell you how successful this Stroh-A-Party event has been.

We're backing it up with special (and substantial) television advertising featuring our

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AVAILABLE  
IN THE  
COOLER**



Stay-Cold Twelve Pack as well as the young man and woman who appear on the new Stroh-A-Party display,

which gives you an opportunity to tie in easily and directly. Radio advertising too.

Get ready for this great event with ample stocks of Stroh's Stay-Cold Twelve Packs.

It's money-making time. The Stroh Brewery Company, Detroit, Michigan. Family brewers for 200 years.



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Executive Director

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Stan's Super Markets

GEORGE BYRD  
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Jerry's Food Markets

\*ALLEN VERBRUGGE  
Verbrugge's Market

\*JOHN WELCH  
Hollywood Super Markets

**TERMS EXPIRING DEC. 31, 1977**

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Village Food Market

THOMAS GEORGE  
T-J's Food Center

SID HILLER  
Shopping Center Markets

EDWARD JONNA  
Trade Winds Party Shoppes

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Hamady Food Stores

\*Past Presidents



# THE FOOD DEALER

Official publication of THE ASSOCIATED FOOD DEALERS  
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Tom Lillie of Paul Inman Associates, second from left, is the new president of the Grocery Manufacturers' Representatives of Grand Rapids. Robert Saltsman of Scott Paper Company, second from right, was elected vice-president. Myles Finnegan, far left, of Northern Dixie Sales, is the new treasurer, while James Storterboom, far right, of C. E. Stehouwer Co., was elected secretary of GMRGR. Elected to the board were Charles Breihof (chairman), Charles McNulty, Pete Gamm, Frank Mallon, Robert Cole and Herb Hesselink.

**GUEST EDITORIAL**

## ***The Middleman's Slice of Beef Is Lean***

Between the farmer's pasture and the meat counter is a merchandising no-man's land that has traditionally belonged in consumers' minds, to the middleman.

Although many suspect the middleman's chief role is to push up the price and take exorbitant profits, nobody knows for sure just who the middleman is. True enough, there are truck drivers, there are meat cutters, and there are packaging specialists, business administrators, shipping specialists, and marketing representatives . . . So who is the middleman?

Even if the middleman ever had an identifiable role in the beef industry, that role has become increasingly hidden as beef processors have become more vertically integrated and prone to perform functions that formerly were done by separate businesses.

For those who can't understand how a farmyard bovine that sells for 29½ cents a lb. can be turned into steaks selling for \$1.95 a lb., here's a part of what happens in the middle—the part that most of us never see—based on information provided by a spokesman for a large feedlot.

At one point about two months ago, 800-lb. feeder cattle in Colorado market were selling for \$29.50 per cwt., or \$236. Including operational overhead, the farmer's cost for producing these pasture-fed cattle was about \$37 a cwt., or \$296. That's a loss of \$60 per head, a fact that most producers have been complaining about for the past year. (In many cases, other more profitable farming operations keep the producers afloat.)

**FEEDLOT COSTS**—Once the steer is sold, it costs about \$1 per cwt. for the feedlot operator to transport it. In addition, he usually feeds it fattening grains for about 125 days until it gains about 325 lbs. This costs the feedlot operator about 65 cents per lb., or a total of \$212.25 for that added 325 lbs. By the time it's ready for slaughter, the steer, which now weighs 1,125 lbs., has cost the feedlot operator \$456.25.

At this point, that steer the farmer sold for 29½ cents a lb. is worth 40 cents a lb. before slaughter. By the time it is shipped to a packing plant, the cost is up to 41 cents a lb. But 2 months ago slaughter steers were bringing only 37 cents a lb., or \$416.25. That means the feedlot operator also operated, at least temporarily, at a loss—of \$51.25 per head.

The packing plant then takes a 37 cents-per-lb. animal and slaughters it at a cost of about \$20. The packer then has \$436.25 or about 38 cents a lb. in the slaughtered animal. But he loses 37% of those 1,125 lbs. as offal—the inedible parts such as hide and organs. That amounts to a loss of 416 lbs., but it's not a total loss, because the packer can sell the offal for about \$36. When that is deducted as a credit, the

packer has \$400.25 in the carcass, which now weighs 709 lbs. That's 56 cents a lb.

If the packer sells the carcass for fabrication into primal cuts, he finds that only 2/3's of the meat on the carcass will be graded choice, which brings him 61 cents a lb. The other 1/3 will bring him 56 cents a lb., or a total of \$410.69. In other words, the packer has netted \$10.44 per head, for a profit of 15 cents per lb.

The fabricator, which usually is the same firm as the packer, will have costs of 6 cents a lb. for processing the carcass. Result: that 709 lbs of meat now costs \$453.23. But another 11% of the weight is lost in trimming of fat and tallow. When he sells this 78 lbs. of waste, the packer receives a total of \$15.60. What's left is 631 lbs. of meat, usually cut into primal cuts, costing the fabricator \$437.63, or 69 cents a lb.

By the time 53 lbs. of bones are trimmed, the fabricator has 578 lbs. of meat ready for shipping to wholesalers. After selling the bones for 2 cents a lb., those 578 lbs. of meat have cost the fabricator \$436.56 or 75 cents a lb. Boxing costs for the 578 lbs. of meat will be \$6.07 and shipping costs will add \$5.78 for a total of \$448.42, or 77 cents a lb. by the time it reaches the wholesale market, or the supermarket's warehouse.

By the time the primal cuts are shipped to the supermarkets, trimmed and cut into chops, steaks and hamburger, and then packaged, the base cost of the meat will be around 84 cents a lb., without considering unknown loss in trimming, or cost of packaging. And that is before the supermarket or retailer takes his profit.

**PRICES IN MARKET**—Just last week one area supermarket was advertising swiss steak for 96 cents a lb., short ribs for 59 cents a lb., English roasts for 98 cents a lb., boneless chuck roasts for 83 cents a lb., and chuck roasts for 57 cents a lb. Another supermarket advertised ground beef at 59 cents a lb., and round steaks at \$1.19 a lb. Although there are higher priced cuts, such as sirloin and T-bone, those advertised come to about 82 cents a lb. on the average.

So what happened to the middleman in all this?

The beef producer lost money at 29½ cents a lb., the feedlot operator lost money at 37 cents a lb., the beefpacker-fabricator made a profit of 1½ cents a lb., the shippers presumably made some profit by charging about 1 cent a lb., the meat cutters and salesmen made a living, and the retailer apparently priced the end product pretty close to his cost.

—From the Denver Post





## The News is ahead of Detroit's other paper by 551,571 bulging bags of groceries a week.

In Detroit's all-important 6-county SMSA, where more than half of Michigan's food sales take place, The News delivers 208,468 more households than the Free Press every day. At more than 2.6 bags of groceries a week per household, that's a lot of dollars that could be spent on your product.

No wonder so many smart food marketers use The News.



They know that to talk to people in the Detroit area, they have to advertise to people in the Detroit area. Not in outstate places like Beulah and Carp Lake, where about 30% of the other paper's circulation goes. That's one reason why, last year, The News led the Free Press in ad lineage by more than 20 million lines.

### The Detroit News

If your market's Detroit, your paper's The News.





EDWARD DEEB

## **OFF THE DEEB END**

# Positive Attitude

A couple of my favorite sayings go like this: "If you set limits, you are automatically limited;" and, "If you think big, you'll be big."

The one important element most often neglected by food and beverage merchants and distributors is "attitude." The attitude, disposition or frame of mind of the businessman can mean the difference between average success and big success.

For some unknown reason, many of the smaller merchants and distributors have the attitude that the world is really against them. They feel, and openly state, they simply "don't have a chance," and proceed to cite a variety of reasons, the main one being competition.

Yet if one walks into a business operated by such a thinker with this type of pessimism, one can easily detect a number of things which can be done to improve the business and its image with customers.

If a merchant, for example, takes steps to clean his store and keep it clean, remove clutter from windows, redecorate or reorganize the store, these in themselves automatically would make a big difference, while installing customer confidence and optimism which leads to success.

A recent book outlines the need for Positive Mental Attitude. The right mental attitude, or disposition, or frame of mind, whichever you choose to call it, makes all of the difference in the world.

You must have a positive attitude, and the confidence which goes with it, that you, like others in your field, can succeed. And succeed in a big way.

When you think this way, you shed the limited thinking, and begin thinking big. Try it and see what happens.

When you think positive and think big, you'll be big. 'Tis such a truism!



## New Foodservice Guide Published By NFBA

A blueprint for building a professional operating relationship between manufacturers and food brokers in foodservice marketing has now been issued jointly in booklet form by its architects, the International Foodservice Manufacturers Association and the National Food Brokers Association.

The 42-page full-sized document is titled appropriately, "Guidelines for Manufacturers and Food Brokers Serving the Foodservice Industry." It is the result of coordinating workshop sessions of IFMA's Marketing and Merchandising Committee and Broker Advisory Council, and the National Food Brokers Association and NFBA's Foodservice Committee.

The guide was initiated and developed to fill the need for better understanding of the responsibilities shared by manufacturers and food brokers selling the foodservice industry. Because the nature of the foodservice industry is inherently dynamic, responsibilities sometimes have been assigned arbitrarily and without pattern.

The IFMA-NFBA Guidelines discuss professional operations and clear away old misconceptions com-

mon to a burgeoning industry.

The professional approach to problem solving is not new to the foodservice industry. As noted in the Guide's Preface: "The partnership spirit between manufacturers and food brokers is a unique one. In no other industry is there the type of teamwork evidenced here. The manufacturer recognizes that his food brokers represent other manufacturers and have responsibilities to them. He knows this is the key to the sales and cost advantages of the food broker method of distribution.

Copies may be obtained for a nominal cost by writing the National Food Brokers Association, 1916 M Street, NW, Washington, D. C. 20036.

### 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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## THE PRESIDENT'S CORNER

# Despite Super Stores, Consumers Crave Service

By LOUIS VESCIO

We have been hearing quite a bit lately about the new super stores being built throughout the nation. And, despite their huge size, the thousands of extra products which can be purchased in these stores, there is still room for the traditional market.

According to various surveys which have been published on consumer attitudes and preferences, despite the convenience offered by the super stores, people are still demanding more personal service and attention than they have been getting.

What does this mean to those merchants who comprise the majority of the conventionally run markets? It means there is still a demand for their type of stores. The more services you offer, of course at competitive prices, the more successful you will be.



VESCIO

There are still many advantages for operating a conventional supermarket, superette, or convenience-style market. Among them are lower operating and occupancy costs, ability to more closely control inventory, and greater flexibility in dealing and controlling both employee and consumer pilferage.

Attracting more consumers to the conventional markets, means getting back to the basics again. That is, offering quality merchandise at competitive prices, clean and attractive stores, and all of the personal service you can muster.

Although food chains tend to get away from the personal meat counter, many independents today are thriving by offering their customers personalized meatcutting right in their store. At the same time, a quality produce department, properly and attractively displayed, will spell the difference between average sales and above-average sales.

Actually, it's the "basics" we're talking about which has inspired the success of so many Michigan food and beverage store operators.

Despite, another turn of the wheel, and whether it be the super store today, or its counterpart the discounter of years back, people are still demanding personalized service.

The smart retailer today, will take inventory of what his store offers to customers, and analyze ways he can improve his store operations to be better receptive to the consumer's dollars.

Review your store operation and look for areas which need improvement. Remember to also check the amount of personal service you offer your customers.

The amount of success a merchant will achieve is relative to the type of service, quality of merchandise, competitive prices and atmosphere. If he has more of this than his competition, chances are he will be a bigger success.

Remember, people still crave personal service in today's highly competitive industry.

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## Meat Board Promotes I. D. Program

A special retailer slide set and cassette kit on the Uniform Retail Meat Identity Standards program is now available from the National Live Stock and Meat Board.

The kit, with 80 color slides and a 10-minute cassette narration, is designed for retail meat department personnel to provide them with information on the meat identity program. This program is now being used by major retailers across the country.

H. Kenneth Johnson, Executive Director of the Meat Board's Food Science Division, said, "We have had excellent acceptance of the program both by retailers now using it and their customers. However, the Meat Board has always considered the program to be a permanent, ongoing project. This new slide set and cassette are part of our continuing educational efforts."

"For most consumers, the retailer is the 'meat industry'," said Johnson. "The retailer has more direct contact with consumers than any other segment of the industry. We have found that adoption of the meat identification program increases goodwill between retailers and consumers. And that increased goodwill is a benefit for the entire industry, all the way back to the producer."

With standard identification, a total of 315 names are used for all retail cuts. Each cut is identified with a three-part name, giving the species of meat — beef, pork, lamb or veal — the primal or wholesale cut and the specific retail name.

The special retailer slide set and cassette on meat identification is available through the Meat Board's Merchandising Department at a cost of \$45.00. The address is 36 S. Wabash, Chicago, Ill 60603.



## Watch For OSHA Violations

Following are the ten most often cited violations which inspectors from the Occupational Safety and Health Act (OSHA) are finding in their visits to businesses:

1. Failure to post OSHA poster.
2. Failure to post summary of injuries where employees can readily see it.
3. Failure to keep injury log (must be maintained even if there have been no injuries).
4. All plug-ins for electrical equipment must be three-pronged and properly grounded.
5. Rails lacking around stairways and stairwells.
6. No guard around open gears.
7. Fire extinguishers not in proper position (must not be on floor or higher than five feet).
8. Lack of proper first aid kits on premise.
9. Lack of proper exit signs.
10. Violation of general good housekeeping rules.

To avoid being penalized, all companies and retailers are advised to go over the above list to assure proper adherence to the OSHA rules or laws.

## SMI Market Study Ready

The 1975 edition of "The Super Market Industry Speaks," the annual industry status report, has just been published by Super Market Institute, and is now available to the industry.

This year the report is available in booklet form and also as a slide/tape presentation, which includes 80 slides and a 25 minute tape with a written, cued script.

"Speaks '75" covers the industry's vital signs and is divided into three major sections — external forces that impact the industry — overall industry performance — and typical company performance.

A second booklet offers detailed tabulations on the facts and figures reported on in "Speaks '75." Over 65 tables break down information by dollar volume, type of operation, geographic location, and number of stores. Each table is selfdocumenting and contains base numbers as well as percents.

For information on ordering and costs, contact Darlene Gregoire at the Institute's headquarters at 303 E. Ohio St., Chicago, Ill. 60611.



## 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.

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**AFD MEMBER**



## Merchandising

The Stroh Brewery Company, an AFD member, recently announced two promotions in its sales department, Robert C. Horvath has been named sales administrator for the firm, and Calvin Vinson was appointed district sales manager for the Detroit metro area, according to an announcement by Leo P. Brown, general sales manager.

\* \* \*

United Brokerage Company of Michigan, an AFD member, has changed the names of their operating divisions in Michigan, Ohio and Indiana, according to Alfred J. Tivy, president of United. Each of the divisional city offices will be preceded by the words "UBC Marketing" which will afford the firm more flexibility in planning and expanding marketing programs, Tivy said.

\* \* \*

Russell Foods Company, Detroit, has been appointed distributor of The Chicken Fritter, a pre-cooked ready-to-eat item introduced by Golden Skillet Ltd., Canada.

\* \* \*

Campbell Soup Company has announced the appointment of Edward J. McQuade, Jr., as district manager of the Detroit canned foods district. A native of New York City, McQuade has been with the company since 1962, and is a graduate of C. W. Post College.

\* \* \*

A newly formed organization called FACT, is attempting to unite the entire food distribution industry to better communicate information of frozen foods. FACT stands for Frozen Food Action Communications Team. Those desiring to receive in-

formation it distributes should write to the group, 919 - 18th St., NW, Ste. 700, Washington, D. C. 20006.

\* \* \*

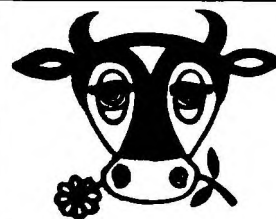
Acme Food Brokerage, Inc., an AFD member, has added two to its sales staff, and promoted another, according to an announcement by E. J. Willenborg. Added to its staff were Lew Tessler, as frozen food and dairy specialist. Tessler had been connected with Chatham Super Markets and Abner A. Wolf, Inc. Keith Macy has been named marketing manager, and has 20 years experience in the food industry, most recently with R. J. Reynolds Company. David I. Straw was promoted to manager, retail sales division for the Acme operation, and has been with the firm four years.

\* \* \*

Faygo Beverages, Inc., an AFD member, is expecting to draw over 100,000 entries in a contest it is running to determine how many pints of "Red Pop" it would take to fill a 42-foot long, 20-foot wide swimming pool with a depth of 42 inches. The contest is being promoted in eight states. The grand prize will be the pool, a product of Kayak Recreational Manufacturing Co.

\* \* \*

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## TAX TOPICS

# How 1975 Tax Reduction Act Affects You

*Editor's Note — Mr. Miller's column on the 1975 Tax Reduction Act is Part I of a two-part series. Part II will appear in the next issue of The Food Dealer.*

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

Individual taxpayers will automatically receive rebates on their '74 tax payments which may run as high as \$200 for some. Individual taxes for '75 will be reduced by higher standard deductions and a new credit for each exemption.

For '75, the percentage standard deduction is raised to 16% of adjusted gross income with a \$2,600 limitation. In the case of an individual who is not married and who is not such a surviving spouse, the limitation is \$2,300.

For taxable years ending after '75, the percentage standard deduction returns to 15% of adjusted gross income limited to \$2,000.

The optional tax tables for taxable years ending in '75 are raised to apply to individuals with adjusted gross income of up to \$15,000.

**Filing requirements for taxable years ending in '75 are changed:**

A person who is not married and who isn't taxed under the special rule applying joint return rates to a surviving spouse doesn't have to file a return if his gross income is less than \$2,350.

A person who is taxed under the special rules for a surviving spouse doesn't have to file a return if his gross income is less than \$2,650.

A person who is entitled to make a joint return doesn't have to file a return if his gross income when combined with that of his spouse is less than \$3,400.

An individual is entitled to a "credit for personal exemptions" against income tax for '75. It equals \$30 times each exemption he claims for himself, his spouse and his dependents. But, in computing the credit, he doesn't include any exemption he gets for being aged 65 or over or for blindness.

Certain individuals are allowed a full 10% credit on up to \$4,000 of earned income for '75. The credit, however, is reduced by 10% of any amount of adjusted income (or if greater, the earned income) in excess of \$4,000.

**To be entitled to the credit an individual must:** furnish over half the cost of maintaining a household for himself and a child who qualifies as his dependent.

The '75 Tax Reduction Act gives an individual tax-

payer who buys or constructs a new principal residence a tax credit equal to 5% of the purchase price (basis) of the new residence up to a maximum credit of \$2,000. The credit is deducted directly from the tax itself. The credit applied to a new principal residence, the construction of which began before March 26, '75, which is acquired and occupied by the taxpayer after March 12, '75 and before Jan. 1, '77.

**Certification from seller of sale at lowest price.** The credit won't be allowed unless the buyer of the home attaches to his income tax return a certification by the seller that the purchase price paid by the buyer is the lowest price at which the residence was ever offered for sale.

If the seller of a residence falsely certifies that the purchase price paid by the buyer is the lowest price at which the residence was ever offered for sale, he is liable to the buyer for damages.

**Recapture of credit for early disposition.** The credit previously allowed for a new residence is recaptured if the buyer disposes of the residence within three years, after he acquired it, and he doesn't purchase or construct a new principal residence within the replacement period prescribed under Code Sec. 1034 for nonrecognition of gain on replacement of an old residence.



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## THE WAYNE SOAP COMPANY



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Good Service

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FAT, TALLOW &  
RESTAURANT GREASE

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DETROIT, MICH. 48217

AFD MEMBER



# Support These AFD Supplier Members

## ACCOUNTING, INSURANCE

Approved Inventory Specialists Co.	571-7155
Brink, Earl B. (Insurance)	358-4000
Ward S. Campbell, Inc.	(616) 531-9160
Gohs Inventory Service	353-5033
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
Koeplinger's Bakery, Inc.	564-5737
Fred Sanders Company	868-5700
Schaefer 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
Brooks Sun-Glo Pop	(616) 396-2371
Calvert Distillers Co.	354-6640
Canada Dry Corporation	868-5007
Carling Brewing Company	358-2252
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
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	398-8300
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.	255-3700
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
Retzlaff, Leathley, Schmoysers Assoc.	559-6116
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

## COUPON REDEMPTION CENTER

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

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

## EGGS AND POULTRY

City Foods Service Co.	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

## EMPLOYMENT AGENCIES

Roth Young Personnel	559-3300
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## FISH AND SEAFOOD

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

## FRESH PRODUCE

Cusumano Bros. Produce Company	921-3430
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## ICE PRODUCTS

Detroit City Ice	921-3003
PanCo, Inc.	531-6517

## INSECT CONTROL

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

## MANUFACTURERS

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
Chover Meat Company	833-9050
Detroit Veal & Lamb, Inc.	962-8444
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
Marks Quality Meats	963-9663
Oak Packing Company	961-2160
Peet Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Company	368-3310
Peter Eckrich & Sons, Inc.	531-4466
Popp's Packing Company	365-8020
Primeat Packing Company	237-0087
Regal Packing Company	875-6777
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
Household Research Institute	278-6070
Items Galore, Inc.	939-7910
Kathawa Imports	894-8288
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 Adv. Dist. & Mailing Company	964-4600
Bowlus Display Company (signs)	278-6288
Green Giant Graphics	864-7900
Sperry & Hutchinson Company	474-3124
Stanley's Adv. & Distributing Company	961-7177
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
Identical of Detroit	526-9800
Keene Pittsburgh-Erie Saw	835-0913

## SPICES AND EXTRACTS

Frank Foods, Inc.	833-8500
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
Hussmann Refrigeration, Inc.	398-3232
Globe Slicing Company (Biro)	545-1855
Great Lakes Cash Register, Inc.	383-3523
Hobart Corporation	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 Market Eqpt. Co.	545-0900
Pappas Cutlery & Grinding	965-3872
Square Deal Heating & Cooling	921-2345

## TOBACCO DISTRIBUTORS

Fontana Brothers, Inc.	897-4000
Philip Morris USA	557-4838

## 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

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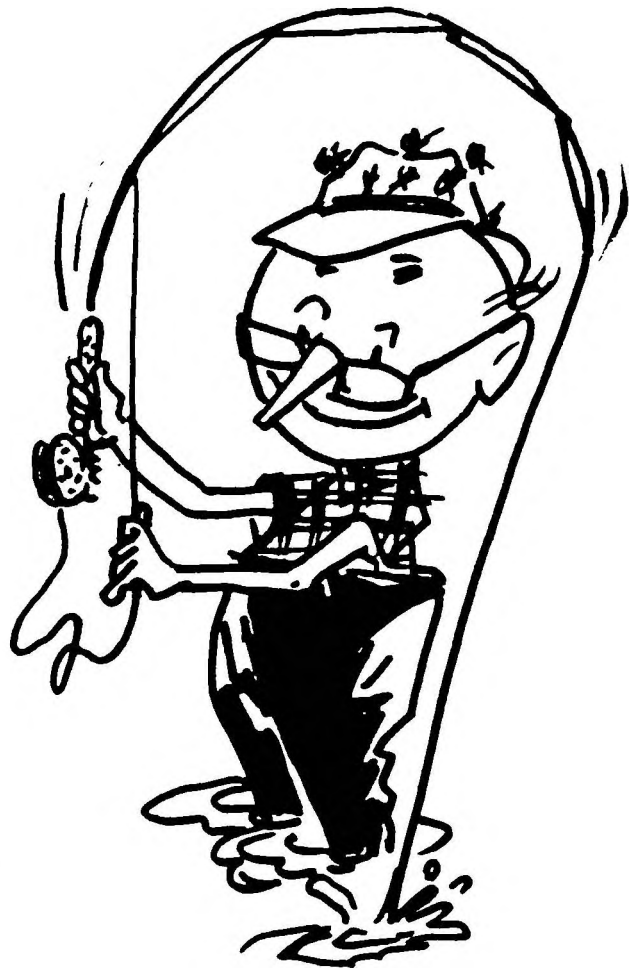
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