

Associated Food Dealers

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

FEBRUARY 1976

★ ★ ★ ★ ★ ★ ★
★ Associated ★
★ Food Dealers ★
★ 60th ★
★ Anniversary ★
★ ★ ★ ★ ★ ★ ★

1916 - 1976



Here's how you Join the Pepsi People...
get your hands on an ice-cold
Pepsi-Cola. Anytime a thirst puts you out
of action, Pepsi goes all the way to get
you back in action. Back to that feelin' free

feelin' that lets Pepsi People get a little
more out of living.

Grab yourself a Pepsi... grab one
for a friend. And Join the Pepsi People
feelin' free.

***Join the
Pepsi People
feelin' free!***

OFFICERS — 1976

PHIL SAVERINO, President
Phil's Quality Market
*LOUIS VESCOIO, Chairman
Vescio Super Markets
EDWARD ACHO, Vice-President
J—A Super Markets
JERRY YONO, Vice-President
Starlight Party Shoppes
RAY SHOULDERS, Vice-President
Shoulders' Markets
THOMAS VIOLANTE, Treasurer
Holiday Food Center
EDWARD DEEB
Executive Director
GEORGE N. BASHARA, SR.
Legal Advisor

DIRECTORS

TERMS EXPIRING DEC. 31, 1976

*ALEX BELL
Village Food Market
SIDNEY BRENT
Kenilworth Market
*MICHAEL GIANCOTTI
Auburn-Orchard Markets
*DONALD LaROSE
LaRose Market
R. JERRY PRZYBYLSKI
Jerry's Food Markets
*ALLEN VERBRUGGE
Verbrugge's Market
*JOHN WELCH
Hollywood Super Markets

DIRECTORS

TERMS EXPIRING DEC. 31, 1977

LAFAYETTE ALLEN, JR.
Allen's Super Markets
NFIL BELL
Village Food Market
THOMAS GFORGE
T—J's Food Center
SID HILLER
Shopping Center Markets
EDWARD JONNA
Trade Winds Party Shoppes
MOYED (MIKE) NAJOR
Publix Super Markets
WILLIAM THOMAS
Joy's Safeway Foods
*HARVEY L. WEISBERG
Chatham Super Markets
WILLIAM WELCH
Hollywood Super Markets

DIRECTORS

TERMS EXPIRING DEC. 31, 1978

SAM ABBO
Plaza Food Center
LOUIS BOJI
State Fair Market
LOUIS GABBARA
Central Market
DON HARRINGTON
Meat—N—Place
*PHIL LAURI
Lauri Bros. Super Market
GENE MATTI
Town Square Super Markets
RAMZY NAJOR
Savon Foods Center
TONY SEMAAN
Bel Air Super Market
SABAH YALDOO
Food Castle Market

*Past Presidents



THE FOOD DEALER

Official publication of THE ASSOCIATED FOOD DEALERS
125 West 8 Mile Road, Detroit, Mi. 48203 • Phone: 366-2400

VOLUME 50 — No. 1 • COPYRIGHT 1976

EDWARD DEEB, *Editor*
JUDITH MacNICOL, *Office Secretary*
SELENA SHAIEB, *Insurance Secretary*

President's Message	Page 6
Off the Deeb End	8
Know Your Safety Rules	10
Guest Editorial: Reasons Behind Credit	14
Around the Town	16
AFD Officers, Directors	20
Historical Review of AFD	22
What Motivates Your Employees?	26
Store Damage Costs Millions	28
Importance of Advertising	58
Story of Resource Recovery	62
Advertisers' Index	70
Program, AFD's 60th Trade Dinner	36



The Food Dealer is published monthly except January by the Associated Food Dealers at 125 W. 8 Mile Road, Detroit, Michigan 48203. Subscription price for one year: \$3 for members, \$5 for non-members. Second-class postage paid at Detroit, Michigan.



PRESENTATION OF FLAG — J. E. (Bud) Stedman, left, of the Food Industry Council, presents a new American flag to Associated Food Dealers' officials Edward Deeb, Phil Saverino and Phil Lauri. The presentation was made in commemoration of AFD's new building.



געלט זעק

איר באקומט א שנעלען פארקויף! נרעסערע פראפיטען! אט איז פארנוואס:

גאד איינפאך „סופיריאָר“ געפינט אויס וואס מענטשן ווילען און זיי באקומען דאס.

קאסטומערס ווילען דעם בעסטען קוואליטעט, גוטען געשמאק: — סופיריאָר גיט זיי דאס!

די קויפער נעמען אויף מיט פרייד די נייע געשמאקע, אין די נייע מאדערנע פעקאָלעך „סופיריאָר“ שטעלט צו אן ארטיקל וואו „סופיריאָר“ גערויכערטער-העם, טשיפס אין דער פולער פונט, געוויקלט אין פאיל, אין גאלד-פעק.

און די סטאָר קיפערס געניסען גוטע פראפיטן.

געשטיצט ביי א אנדעסווער אונטערנעמונג. זיי באקומען א שנעלען פארקויף אין גרויסע פראפיטען דאס ווינען דעוולאָפּמענט פון א אינבענדיגן אויפקלערונג.

פאר מער איינצעלהייטן טעלעפאָנירט: „סופיריאָר“ (313) 834-0800.

If you do not understand the above, phone Jack Grifo at Superior Potato Chips. He'll tell you all about it.



THE SNACK FOOD COMPANY!
PHONE (313) 834-0800



The top line...for your
bottom line



Phil Saverino New AFD President

Phil Saverino, owner and general manager of Phil's Quality Market, Detroit, has been elected president of the Associated Food Dealers (AFD).

The food and beverage association today represents over 2,600 members in Michigan who employ over 35,000 persons. They include independent grocers, local food chains, wholesalers, processors, manufacturers, brokers, specialty stores, convenience stores, party stores and related companies.

The AFD is one of the largest local food and beverage distribution associations in the nation, if not the largest.

Saverino succeeds Louis Vescio of Vescio Super Markets, Saginaw, the immediate past-president who was elected chairman of the board.

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

Jerry Yono, of Starlight Party Shoppes, was elected vice-president of public relations.

Ray Shoulders, of Shoulders' Markets, Detroit, was elected vice-president of programs. Mr. Shoulders is the first black ever to have been elected an officer of the food dealers association, after having served as a director for seven years.

Thomas Violante, of Holiday Market, Royal Oak, was elected treasurer.

The association also elected six new directors, who will serve a three-year term beginning in 1976. They are:

Samuel Abbo, of Plaza Food Centers, Detroit; Louis Boji, State Fair Market, Ferndale; Louis Gabbara, Central Market, Detroit; Ramzy Najor, Savon Foods Center, Detroit; Tony Semaan, Bel Air Super Market, Highland Park; and Sabah Yaldoo, Food Castle Market, Detroit.

Three AFD directors were re-elected for a three-year term. They are Donald Harrington, of Meat-N-Place, St. Clair Shores; Phil Lauri, Lauri Bros. Super Market, Detroit, a past-president; and Gene Matti, Square Markets, Dearborn Heights.

William Welch of Hollywood Super Markets, Troy, was elected to fill an unexpired two-year term as a director of the association.

The officers and directors will be formally installed at AFD's historic 60th Annual Trade Dinner, to be held Feb. 17 at the Raleigh House, Southfield.

Installing the new officers and directors will be Justice James Ryan of the Michigan Supreme Court.

Last month, the Associated Food Dealers relocated its offices to 125 W Eight Mile Rd., Detroit from Ferndale.

Edward Deeb, AFD executive director, said the organization acquired larger quarters in Detroit to help provide greater member services and to reaffirm AFD's confidence in Detroit.

"We are trying to do our part to help revitalize Detroit as a dynamic city," Deeb said. "We have taken a very positive position to help re-build Detroit, and certainly one way to do it is to relocate in the city."



**Let Us Service All
Your Sign and Display Needs!**



SUPERMARKET WINDOW SIGNS
SILK SCREEN PRINTING • POSTERS
TRUCK & INDUSTRIAL DECALS
SALES TRAINING CHARTS and
PLASTIC LETTERS and SIGNS

write or call

BOWLUS SIGNS & DISPLAYS

17905 Chrysler Freeway • Detroit 48203

Phone: CR 8-6288

ANNUAL PRESIDENT'S MESSAGE



PHIL SAVERINO
AFD PRESIDENT

AFD Celebrating 60th in the Bicentennial

By PHIL SAVERINO

This year 1976 is not only an historic one for our nation, but for the Associated Food Dealers as well.

To begin with, this month the AFD celebrates its 60th birthday and, to say the least, we have come a long way in those six decades.

At the same time, the association has acquired a new headquarters building at 125 W. Eight Mile Rd., Detroit, right off John R and the I-75 freeway. We have needed newer and larger quarters for some time now since we were overly cramped for space in our former store-front office. The new building, formerly owned by an insurance company, will quadruple our operating space and provide the needed meeting facilities.

As you can see, we're starting off our nation's Bicentennial on the right foot.

A lot has happened which has affected our industry in the past sixty years, to say the least. And despite growing consumer demands and governmental pressures, we were able to get through two World Wars, a couple of police actions and helped satisfy the needs of today's much more sophisticated shopper.

Running a corner grocery or supermarket is an entirely new ball game, requiring keen management know-how and creative merchandising skills.

The problems we have encountered over the years proves more than ever the need to have a strong, vibrant and active association as our own AFD.

The battle out there becomes awfully tough if one

finds he has to go it alone. The old adage, "in unity there is strength," has never been more true.

It seems that when any group bands together they are able to gain the attention of those in power to do something about it. It's the old story "the loudest squeak gets the most oil."

We as an organization have learned many things over the years, especially how to be quite effective in representing our members' point of view at all levels of government and the community.

And at the present, we are quite fortunate to have managing our affairs a dynamic young man who has been able to accomplish much for our entire industry. Of course, I'm talking about Ed Deeb, who last year was selected one of the Outstanding Young Men of America.

When Ed joined us in 1965 we had about 300 members. Today, due to his enthusiasm, creativity and follow-through our membership stands at over 2,600 and still growing. That's because he and the AFD have convinced more and more food and beverage dealers "this is where the action is" while accomplishing our tasks.

With the foundation AFD has now, and the momentum we have going for us, there is no telling how far we can go and how much more we can accomplish in the next sixty years. But you can be sure of one thing, we'll be in there fighting all the way.

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

Free Enterprise

It's been said that every so often, various segments of our society is made the scapegoat for whatever ails our nation.

Like a turn of the wheel, at one time it may be government, or labor unions, or professional people, or institutions or business or farmers. Very seldom does any segment escape criticism in one fashion or another, especially today with the instant communications of the news media.

For the past 10 or so years, business was blamed for what ailed our nation, and in recent years for our unemployment and inflationary economy. And while various sectors of our society took a swipe at business, they also berated the word "profit" and made it a dirty word.

Let us also be cognizant that during the past few years our own food distribution industry also came under heavy fire, beginning with the housewives' boycott which began in Denver in 1966; and through the years from economists and self-appointed consumer critics.

It is my sincere hope that during this historic Bicentennial year in 1976, our nation will settle down and begin to regain mutual trust in each other. Ever since the televised proceedings of the Watergate affair, it seems suspicion has so enveloped this nation that no one trusts anyone any more; nor any group or company or institution.

What this nation needs is a tranquilizer pill to help everyone get back to normal, and to restore faith in the dignity of our fellow man.

Anyone only slightly interested in history, can look back and realize that the business sector is what truly launched the United States to greatness.

It was that daring and exciting spirit of free enterprise which provided us with the momentum, the resources, the jobs, the bulk of the taxes which enabled our nation to become greatest on earth.

The time has come to permit the free enterprise system to once again help guide our nation to a more successful path.





Has The Spirit For

7



**HAPPY BIRTHDAY,
AMERICA!**

Elsie

Know the Rules For Employee Safety

In an effort to assist retailers at the store level in gearing their operations for maximum safety to help minimize injuries and accidents, the Associated Food Dealers has listed the rules below. Please Post and place in your employees' lounge or work areas.

1. Know where your store's first-aid kit is kept.
2. Sales area floors must be swept frequently. Spillage of water or ice must be mopped up immediately. Notify manager of any floor defects immediately.
3. When making displays, do not overload rack or tables. Displays should be set up for customer sales and safety. Make displays saleable, not hazardous.
4. Floor drains must have covers at all times.
5. Hand trucks and dollies are to be operated by experienced personnel only. If the stack of merchandise is over 4 ft. high, two people must attend the truck onto the sales floor. Limit use during sales period. No riders. Always transport in such a way that your vision is not obscured.
6. Case cutters must be closed when not in use and not left unattended. Adjust cutting depths when cutting packaged and plastic products to prevent damage to the product.
7. Realign, remove or rearrange merchandise when necessary.
8. Store conveyors in a safe, out-of-the-way place with lock and chain.
9. Do not overstock shelves.
10. Do not place cut packages on shelves.
11. When stocking is completed, pallets and trucks should be removed from the sales floor as soon as practical. Merchandise on the truck or pallet should not exceed 5 feet in height when moving it to the sales area.
12. Place cardboard in glider when stocking shelves. Remove to receiving room when glider is full.
13. Inspect beverage containers before stacking. Do not place any shopworn containers on shelf.
14. Cap on bleach containers must be tightened.

(Continued on Page 12)

Farm Crest Fresh Fruit Pies Are Still No. 1 in Michigan!



Popular Farm Crest Pies come in Apple, Cherry,
Peach, Pineapple, Blueberry, Strawberry and Coconut Creme

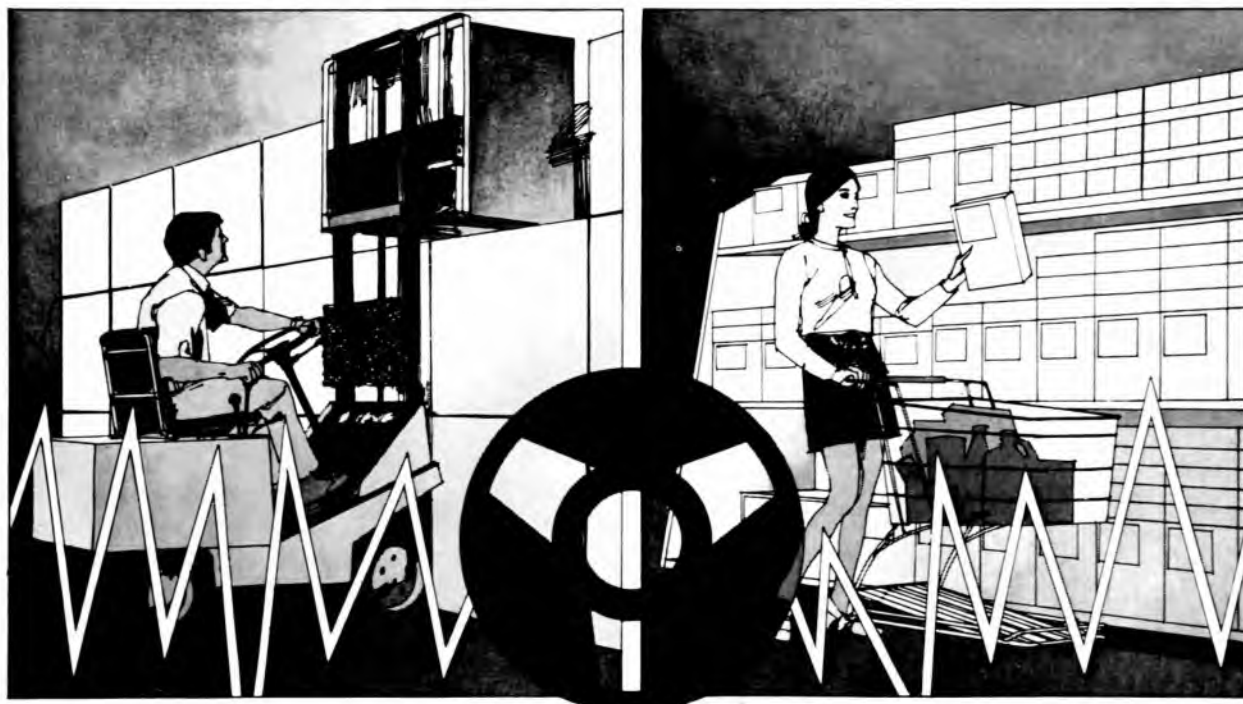
No Foolin' They Sell Good Too!

For Service, Phone TR 5-6145

Kellogg's CSA

a complete, computerized
inventory control program

FROM WAREHOUSE...TO SUPERMARKET



CSA helps to take the guesswork out of inventory control. You're better able to judge which ready-to-eat cereal products to buy what case and package sizes to stock. CSA helps to eliminate out-of-stocks, over-stocks, and shows you how to maximize customer satisfaction with *your* cereal sections.

CSA is a comprehensive, customized, computer analysis of *your* operation. It provides you with:

- COMPUTERIZED SALES ANALYSIS that

ranks products by your sales for easy product mix evaluation. Case pack change recommendations are made, based on average sales per store, per week.

- COMPUTERIZED SPACE ALLOCATION using sales analysis figures and the shelf dimensions of *your* cereal departments. It allocates inventory to shelf space in terms of days' supply — utilizes all usable shelf space.

Your Kellogg Representative will be glad to explain CSA to you in detail.

Kellogg's® puts **MORE PROFITS** in your cereal sections.

© Kellogg Company © 1971 by Kellogg Company



Kar's
tasty fresh nuts

Tempting and delicious . . . as irresistible as Kar's new modern packaging in tones of brown and gold. Customers will want to try the complete line: Mixed nuts, Cashews, Spanish Peanuts, Virginia Peanuts, Barbecue Peanuts, Dry Toasted Peanuts, and others. Packaged in bags, vacuum packed cans, and reusable tumblers.



Kar-Nut Products Company
1525 Wanda Avenue, Ferndale, Michigan 48220

KNOW SAFETY RULES

(Continued from Page 10)

- before placing on shelf. Adjust blade when cutting to avoid cutting into container.
15. Over stock must be removed from aisle upon completion as soon as practical, as well as empty boxes.
16. Report immediately any ragged edges or splinters on shelving and storage bins.
17. Arrange stock on shelves so that heaviest merchandise is on bottom shelves. Use only shelves provided; never stock merchandise on improvised shelves.
18. Pass merchandise to other persons. Never throw anything.
19. Remove broken or cracked glass immediately and place it in safe container. Use a broom and dustpan or a piece of cardboard for sweeping up broken glass; never try to pick up with your bare hands.
20. Place returned bottles in proper container at once.
21. Soda water, beer and other carbonated beverages may explode if dropped or if the bottles become cracked. Bottles should be stored in a cool place, and in such a manner that they cannot fall or roll. Store bottles back from the edge of the shelf to avoid their being knocked onto the floor.
22. Collect shopping carts left in aisles or parking lot and arrange them neatly in the specified area.
23. Deposit used razor blades in the proper container.
24. Do not stack cases only one high on the floor.
25. When working stock, always place merchandise on one side of the aisle, never on both sides.
26. Keep walk-in box floor free of water and ice.
27. When baler is in operation, keep hands and arms away. Never put broken glass into baler.
28. Do not leave coffee pots, radios, etc. plugged in when not in use; coffee pots should be kept on a fire-proof surface.



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.



GUEST EDITORIAL***Credit and The Need to Know***

By TOM C. OVIATT
ITT—Continental Baking Company
and

Chmn., National Association of
Credit Management—Food Suppliers Group

The word "credit" comes from the Latin word "credo" which means essentially to trust. Years ago to extend credit meant simply that you would trust a close friend or neighbor to pay you at a later date. As business and economics developed in our country merchants began to extend credit and trust others to pay at a later date in their retail outlets. Farmers would be tided over with supplies for the winter in trust that the grocer would be paid come spring or fall when the harvest was in.

This mutual trust between supplier and customer was generally based on a long standing friendship with personal knowledge of a person's financial well being or reputation in the community. As the size of our communities developed, however, it became less possible for each merchant to know each customer on a personal basis. The extension of credit or extension

of trust became more difficult over the years. Merchants could no longer trust everyone who came in the store as they could not possibly know everybody. They began asking questions of their customers developing a source of information, perhaps they kept files in their backroom so that they could readily refer to them and continue to offer the service that the customer had come to depend on over the years.

In modern times there are many many millions of customers and, likewise, many many thousands of suppliers in every community. The problem remains relatively the same though—how do you continue to extend credit and provide the service which your customers request from you and still protect yourself from loss. To the end many credit managers, the author included, now find it necessary to make requests for information which to the customer may seem unfounded and without merit. These questions may include the following:

1 — Could we have a copy of your latest financial statement?

(Continued on Page 18)



Let Us Be Your Milkman!



Your customers demand quality dairy products. Twin Pines is such a quality line — milk, prize-winning cottage cheese, eggs and ice cream. If we are not serving you, please call us.

We Appreciate Doing Business With You!

TWIN PINES FARM DAIRY

8101 GREENFIELD • DETROIT, 48228

Phone: (313) 584-7900



Nation's Leading Line of Mixers Now Available Through Detroit Coca-Cola.



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

Detroit Coca-Cola Bottling Co.

5981 W. WARREN AVE. • DETROIT, MICHIGAN 48210

Phone (313) 898-1900

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



PETER ECKRICH & SONS, INC.



Hand trimmed goodness.

PETER ECKRICH & SONS, INC.
GEN. OFF. FT. WAYNE, IND. 46801

Around the Town

The Associated Food Dealers wishes to express our sincere thanks to our neighbors at **Squirt-Detroit Bottling Company** for assisting us in our move to new quarters. We especially thank **Gene Peare**, sales manager, and sales reps **Ray Kopy** and **Fred Rouse**. Their help was most appreciated.

* * *

Square Deal Heating & Cooling, Inc., an AFD member, has appointed **A. W. Mensen** as its president, according to an announcement by the board of directors.

* * *

Georgis I. Garmo and **Robert M. Salem** have announced their establishment of **Garmo and Salem Certified Public Accountants**, with headquarters in **Huntington Woods**.

* * *

Peter A. Kizer, general manager of **WWJ AM-FM-TV**, an AFD member, has been elected to the board of the **Evening News Association**.

* * *

Allied Supermarkets, Inc. has announced the appointment of **Ralph G. Fisk** as division general manager — warehouse and transportation, **Livonia**, according to board chairman **Earl W. Smith**.

* * *

Melody Distribution Company, producer and distributor of **Melody Farms** dairy products and other items, has announced its relocation to new quarters at **31111 Industrial Road, Livonia, Mich. 48150**; the new phone is **525-4000**. Making the announcement was president **Michael George**.

* * *

Sigma Phi Omega, professional business fraternity at **Western Michigan University**, has announced its 11th annual **Industry Appreciation Days** will be held this year **April 5-6**. The theme will be "Perspectives in the Food Industry." For further information or reservations, contact **Kurt Tallman** at **WMU's Student Services Building, Box 284, Kalamazoo, Mich. 49001**.

* * *

Congratulation to **Ira Wilson & Sons Dairy Company**, an AFD member completing its 45th year of service in the trade. To commemorate the occasion, the firm which was founded in the **Great Depression** era, passed out paper-holder mouse traps. It was a take-off on **Emerson's** "Make a better mouse trap and the world will make a beaten path to your door."

* * *

Philip Shammass and his wife **Adele**, he's founder of **S&G Grocer Company**, **Detroit**, this month celebrate their golden wedding anniversary. We extend our congratulations and best wishes for many more years of wedded bliss.

Pulse just told us what kind of people read The News

Pulse, the prestigious research firm, just finished the latest demographic survey of Detroit-area newspapers.

Right off, they told us we're **425,300** ahead in the Detroit-six-county area.

Good enough. But they also told us something else we kind of expected to hear.

What they found out is this: If you want to reach the affluent adults — the professionals as well as the high-income blue collar workers, the skilled tradesmen along with the college educated — you get what you want with The News.

Take men with above average incomes. Pulse found that, of the men in the six-county area living in households with an income of \$15,000 or over, **38% more** read The News than the Free Press.

On Sundays the gap is even wider, with The News capturing **48% more** of the six-county high-income male readers than the Free Press.

Or take education. The News has **32% more** college educated male readers and **41% more** college educated female readers than the second paper.

Clearly, we've got the moolah market wrapped up. The *creme de la creme*.

But then these classy demographics are no big trick when your overall six-county readership is **45% ahead of number two**. Like ours is.



the right kind!

Put your money where the money is...The Detroit News.

CREDIT AND NEED TO KNOW

(Continued from Page 14)

2 — Is your balance sheet and profit and loss statement made available to us?

3 — What other merchants have you established a reputation with?

4 — Do you understand our terms of sale?

These questions, while certainly of a personal nature to the independent grocer or merchant, are asked not to be nosy but to merely determine how much trust or confidence the supplier can have. For obvious reasons, if a merchant or supplier could not ask these questions or could not obtain information through other sources, the granting of credit would become severely restricted. Few, if any, merchants would be willing to trust their customers merely on sight or by word of mouth in these modern times.

Thus, it becomes necessary to ask these questions time and time again; and as credit management, we find time and time again customers unwilling to provide us with information or customers taking personal affront to our request for additional information. The purpose of this writing, however, is to assure the many seekers of credit across the country

that credit management in order to be efficient must ask these questions, must be provided with as much information as possible in order to make intelligent decisions and keep the cost of our many goods and services at a minimum.

Obviously, we could accept any and all risks and the attendant bad debt losses would ultimately drive up the cost of our product—nobody would benefit by that—instead we prefer to seek cooperation, we prefer to believe that many customers of the credit granters of our industries would prefer us to continue to grant credit as much and as often as possible to those worthy.

In order to determine worthiness, however, we must have information and to this end we request your cooperation. We, as credit managers of this country, ask that you consider our requests not as being nosy, snoopy, or prying but take it in the spirit of fine cooperation that it is intended. As to our customers, we make many decisions daily; the more correct decisions we make the better supplier we are to you, our customers.

"Come to the Sign of Kowalski,



...it's worth looking for!"

"SMACZNE"

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 *the* song.

Gordy Ryan

V.P., Trade Policy and Relations

An industry service from
GENERAL MILLS, INC.
Box 1113
Minneapolis, MN 55440



General Mills



Phil Saverino
Phil's Quality Market
President



Louis Vescio
Vescio's Super Market
Chairman of the Board

YOUR OFFICERS, DIRECTORS, ADVISORS.



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



Jerry Yono
Starlight Party Shoppes
Vice-President, Public Relations



Ray Shoulders
Shoulders Markets
Vice-President, Programs



Thomas Violante
Holiday Food Center
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



Lafayette Allen, Jr.
Allen's Super Markets



Alex Bell
Village Food Mkt.



Sidney Brent
Kenilworth Super Mkt.



Sam Cosma
Atlas Super Mkt.



Louis Gabbara
Central Market



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.



Phil Lauri
Lauri Bros. Super Market



Gene Matti
Town Square Mkt.



Moyed Najor
Publix Super Mkt.



R. Jerry Przybylski
Jerry's Food Mkts.



Tony Semaan
Bel Air Markets



Allen Verbrugge
Verbrugge's Super Mkts.



Harvey L. Weisberg
Chatham Super Mkts.



Jay Welch
Hollywood Super Mkts.



William Welch
Hollywood Super Markets



Sabah Yaldoo
Food Castle Market

PHOTOS NOT AVAILABLE:

Sam Abbo, Plaza Food Center
Neil Bell, Village Food Market
Louis Boji, State Fair Market
Thomas George, T-J Food Center
Edward Jonna, Trade Winds Party Shoppes
Ramzy Najor, Savon Foods
William Thomas, Joy's Safeway Market

Memo from Faygo

BY MORTON FEIGENSON
president



"Faygo's our biggest volume and best profit pop line because we promote it. We promote Faygo a lot."

Having said that, Don Oleson, manager of operations and son of the founder of Jerry Oleson Farm Fresh Markets, a six-store Northern Michigan chain, added:

"Profit is much easier to come by with warehouse pop than with store-door vended pop. The latter gets us into the labor costs of handling deposit-return bottles and we're lucky when we net as much as 2% on such packaging."

"Even so, we don't promote Faygo just for profit. Faygo is also a good consumer value, otherwise it wouldn't be in our stores. The priority we give to offering best consumer value is what has kept us growing in our area over the past 50 years."

"We think Faygo will do even better for us in 1976. What other quality pop line can be featured at four quarts for a dollar? And what's really important is being able to do this with a good line."



DON OLESON, MANAGER OF OPERATIONS,
JERRY OLESON FARM FRESH MARKETS,
TRAVERSE CITY, MICHIGAN

The Oleson food stores had their beginnings in 1933 when Jerry Oleson opened on Front Street in Traverse City what was then the largest supermarket in Michigan.

Today there are six stores—two in Traverse City and one each in Charlevoix, Cadillac, Petoskey and Frankfort and the Oleson name has long since been a household term throughout Northern Michigan.

Most unique perhaps about the Oleson enterprises is the buffalo herd Jerry Oleson started in 1960 on a farm south of Traverse City. It now numbers 200 head and another herd was recently started in Michigan's Upper Peninsula. Custom-cut buffalo meat as well as custom-cut beef is a regular feature in all Oleson markets.

Perhaps even more unique is the depth of the Olesons' community involvement. The family for 20 years has donated and catered all the food to feed 15,000 people at Northwestern Michigan College's Annual Barbeque, an event which has helped raise \$250,000 to buy equipment and support programs the college might not otherwise have been able to afford.

Store-door vended lines account for 60% of the Oleson stores total pop sales. A third of this volume is in deposit bottles. Said Don Oleson:

"What a retailer can net from 18-20% margins on deposit packaging is so little, it's obvious we carry beverages in returnables only as a customer convenience."

"If we figured it out I'm sure we would find that we subsidize the convenience out of the larger margins we work on with Faygo and our other warehouse lines."

"There's no question in my mind that if Michigan should enact mandatory deposit fees for all beverage containers, consumers are bound to get clobbered with much higher beverage prices."

Concluded Oleson:

"To earn a reasonable profit within a total system of deposit packaging our stores would have to have margins of at least 30% on store-door lines and I can't conceive vendors digging into their own pockets to provide such margins."

An Historical Review Of Progress Made By Associated Food Dealers

Today, the Associated Food Dealers represents all segments of the food distribution industry, including wholesaling, manufacturing and brokerage companies, as well as independent food and beverage retailers and local food chains.

There are over 2,600 members of AFD who employ over 35,000 persons.

The association was founded in 1916 to promote harmony among those engaged in food distribution in the greater Detroit area, while disseminating valuable trade information to its members and encouraging educational seminars.

The present association is a result of several mergers with various area food associations between 1924 and 1952.

In 1924, the Southern Oakland County Food Dealers, the West Wayne County Food Dealers, and the North Detroit Food Dealers Association all merged. The new name of the merged groups became the Greater Detroit Food Dealers Association.

In 1952, the Master Butchers Association and the Detroit Retail Grocers Association merged to form the Associated Food Merchants Association of Greater Detroit.

In 1960, the Associated Food Merchants, merged with the Greater Detroit Food Dealers Association, forming the Associated Food Dealers of Greater Detroit. In the mid-Sixties a statewide division known as the Associated Food Dealers of Michigan was begun.


The AFD publishes a monthly magazine *The Food Dealer*, and a bi-weekly newsletter *The Food-A-Gram* to communicate with its members.

Among the numerous services the association provides for members includes a coupon redemption center, group insurance programs, regular price surveys, check verification, educational workshops and seminars, personal counseling and a task force dealing with crime problems affecting the industry.

Edward Deeb, the current executive director for AFD, is only the third fulltime manager of the growing organization. A graduate of Michigan State University, Deeb became affiliated with the association in 1965 at age 28, making him then the youngest food dealers executive in the nation.

(Continued on Page 24)

Watch your McMaster's sales snowball.



This outdoorsman is part of the exciting new McMaster's advertising program. It'll be his job to tell your customers that McMaster's is smooth and mellow, with a taste that's light yet full-bodied. And he's going to be real busy. Because while he's proving to them that McMaster's is the Natural Born Canadian, he'll be proving to you that it's the natural born seller.

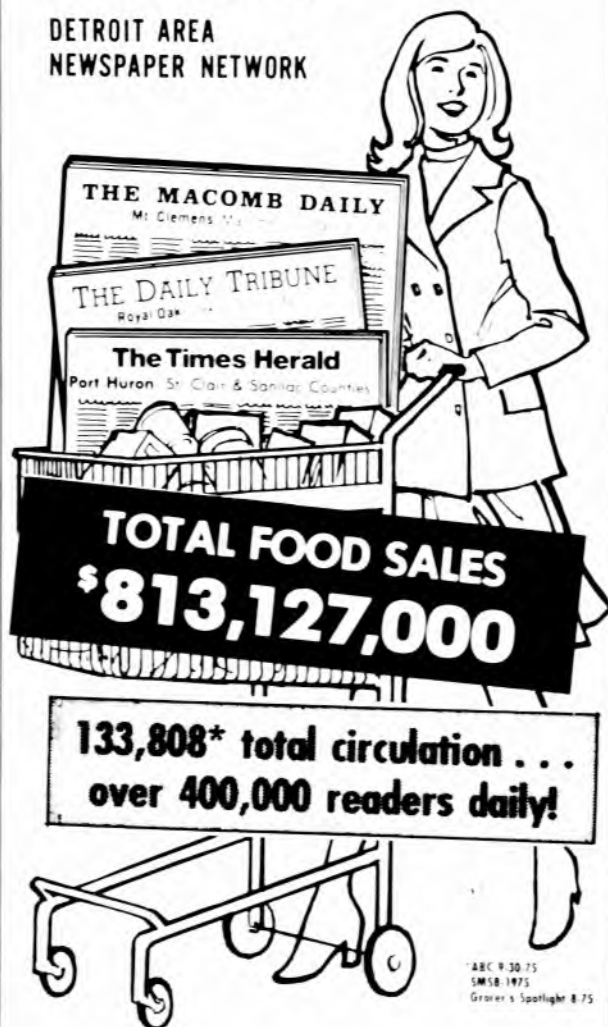
**Natural
Born
Canadian**



**Shop at the 26th Largest
Food Market in the
United States . . .**

DANN

**DETROIT AREA
NEWSPAPER NETWORK**



**3 great Michigan newspapers
TEAMED to sell your product
in an \$7 billion SUPER market!**

represented nationally by
MATHEWS, SHANNON & CULLEN, INC.

IN DETROIT: (313) 356-3480

History of AFD

(Continued from Page 22)

Membership in 1965 was 323 members. In the ten years he has been with AFD, the membership has increased eight-fold and is still growing.

Deeb attributes the growth to fulfilling member needs, while creating an industry library containing necessary information relating to all aspects of food and beverage distribution.

"Today we work quite closely with government at all levels and the news media," Deeb says. "Anytime any background information is needed, all we have to do is turn our library and relate the statistics."

Deeb estimates that AFD members, collectively, do an annual retail grocery sales volume in excess of \$2 billion.

"We as an association as well as our members, have an important public responsibility in that we must constantly assure consumers that we are doing everything scientifically and humanly possible to provide the finest products at the most reasonable prices," he said.

"This is not an easy task. Competition in our industry is quite intensive and this in itself takes care of most of our problems," Deeb continued.

Stroh's Post Record Year

The Stroh Brewery Company shipped 5,133,370 barrels during 1975, an all-time record, 17.6 per cent over the 1974 figure of 4,364,555 barrels. This new record was established during the company's dual anniversary year "125 Years in Detroit" and "Family Brewers For More Than 200 Years."

The Stroh Brewery Company was founded in Detroit in 1850 by Bernhard Stroh, the grandfather of board chairman, John W. Stroh, Sr., and the great-grandfather of company president, Peter W. Stroh. The Stroh family's history as brewers can be traced back to Kirn, Germany where Bernhard Stroh's grandfather, Johann Peter Stroh, was making beer for the guests of the family inn in 1775.

Stroh's present marketing area comprises 15 states... 12 east of the Mississippi and three states west of the Mississippi.

Fellow Citizens!
We demand WILSON'S
Mello-"D" Milk



Wilson's Mello Pak Ice Cream, Too!

Ira Wilson and Sons Dairy Co., Detroit, Mich. 48208

PHONE (313) 895-6000

Toll Free Number 1-800-572-1998



THE PYRAMID OF QUALITY COVERS THE MITTEN



Make Extra Sales With

SQUISH

...the prestige soft drinks/mixers



They're a real selling team

Nesbitt's — the long-time favorite orange flavored drink.

Uptown — the very popular lemon/lime.

Squirt — the premium quality soft drink that moonlights as a mixer. Made with Squirtfruit fresh off the tree.

Hires — the honest root beer. Famous since 1876.

and, in these parts, they're all bottled by

SQUIRT-DETROIT

BOTTLING COMPANY
PHONE 398-8300

What Motivates Your Employees?

By Ed Watkins
Ohio State University

From a manager's viewpoint, the task of motivating his people is a real and pressing problem

- (1) Many employees with unrewarding previous work experience, have developed poor attitudes and work habits.
- (2) A supervisor often has very little control over company policy, or wages and working conditions.
- (3) The nature of the work itself may make it unattractive, difficult or demanding.
- (4) The recommended management techniques may seem unnatural to a manager, appear to be unrealistic, or once attempted may have even failed or back-fired.

Early research seemed to suggest that the supervisor who was warm and friendly with his employees sparked a measurably better performance than was attained by the supervisor who centered his attention on the task to be done.

Later research pointed in the other direction. Working with accountants and engineers the "task-centered" supervisor obtained much greater productivity

We find no conflict in these findings; indeed they point to the same basic motivator — self-image. Why is the person there, why does he work at all, what does he want out of the job? It stands to reason that the professional sees himself differently and has a different set of job needs than does the young girl on her first job — the primary subjects of the earlier studies.

What motivates? Our answer is: "A realistic chance to make a dream of a better self come true." All dreams are not the same, hence there is no magic which will motivate everyone. It is the mark of a good supervisor that he can sensitize himself to the needs of this group make these needs coherent with the work which is to be done.

Proper delegation of authority and responsibility not only in an orderly way of organizing but because it motivates the people involved by validating their

(Continued on Page 46)

GROW Faster with the Winning Team...



When you become one of the six-hundred plus retailers who are voluntary members of the SUPER FOOD SERVICES team, you have a lot to gain.

You keep your *independence* . . . your respected place in the neighborhood . . . but you add the *leverage* you need to compete with the chains.

We're food specialists with years of retail experience, and we think RETAIL. We know what it takes to put you on top. Marketing knowledge. Giant purchasing power. Modern warehousing. Super advertising and promotion. Super training of your personnel. Computerized accounting. In-store promotions. Confidential advice to help you expand *profitably*. Sound good? It is.



SUPER FOOD SERVICES, INC.

555 East Huron Street, Vassar, Michigan 48768

Phone: (517) 823-8421 — Frank Malott, Vice President — Michigan Division

Serving Over 140



Stores Throughout Michigan

Store Damage Costs Millions

Grocery product losses caused by breakage and damage are estimated at over \$35 million annually according to a comprehensive study by the USDA (Marketing Research Report No. 652). In the supermarkets studied, 62% of the damage occurred—not in the warehouse or in

transit—but in the store itself.

The causes of in-store damage were reported as:

Carton damaged by cutter blade during case cutting	19.3%
Dropped by customer	10.2%
Fell off shelf when disturbed by customer	9.4%

Dropped during stocking of shelf	6.4%
Stack fell over in backroom	4.1%
Merchandise crushed in stack	3.0%
Broken or crushed in shopping cart	2.9%
Dropped by customer unloading shopping cart	2.8%
Fell out of open or torn shipping container	2.1%
Dropped case while taking it from stock	1.8%
Total	62.0%

The most frequent instance of damage (case cutting 19.3%), was attributed to lack of instruction in techniques. It was found new store employees often received little or no instruction in pricing and shelf stocking, having merely "picked it up" on the job.

Although one-fourth of the in-store damage involved customer carelessness, in the case of items

(Continued on Page 61)



BUTTER • CHEESE • TURKEYS • EGGS • DRY MILK

LAND O'LAKES, INC.

DETROIT — PHONE (313) 834-1400



Thanks A Million!
-The Michigan Lottery

Paul Inman Associates
Extends Congratulations
To The Officers, Directors
and Associated Food Dealers.

Five Convenient Branches to Serve You:

Detroit — Grand Rapids
Toledo — Saginaw — Fort Wayne

paul inman associates, inc.

30095 NORTHWESTERN HIGHWAY • FRANKLIN, MICH. • 626-8300
P.O. Box 615

FOOD BROKERS



Wherever Americans settled independent food merchants followed to serve their needs. They set up a remarkable method to distribute foods, a system that is still growing today.

Your Spartan grocer is proud to be part of that system and salutes America's Bicentennial by displaying this special Spartan on the door.

Best Wishes

MARKS & GOERGENS, Inc.

Sales and Marketing

20245 WEST 12 MILE ROAD
SOUTHFIELD, MICHIGAN 48076

BRANCH OFFICES

Saginaw Grand Rapids Toledo

**Congratulations to
the Officers, Directors and Members
of the Associated Food Dealers.
We still have the same great service
and discounts as always.**

INDEPENDENT BISCUIT COMPANY

With Offices in Dearborn, Saginaw and Toledo, Ohio

15100 GOULD AVE. — DEARBORN, MICHIGAN 48126

PHONE (313) 584-1110

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.



Carling National Breweries, Inc.
Frankenmuth, Michigan



MICHAEL GEORGE, left, president of Melody Dairy Company, personally called on store owner **Joe Maiorana**, right, to introduce the firm's new line of Melody Farms dairy products.

MELODY LAUNCHES MELODY FARMS BRANDS

Melody Dairy Company, an AFD member, recently launched its own brand dairy products under the Melody Farms label. Melody's move into the production and distribution of its own brands follows a highly successful 25 years growth period as distributors of various dairy products for other companies.

Melody began the move by holding a series of meetings with retailers to introduce the new lines.

"We took the step in order to have more control over the quality and availability of the products we offer," explained Michael George, Melody president. "Having our own products and brand name also allows us complete freedom and flexibility in developing full-scale advertising and marketing programs."

The meetings with retailers were next followed up with an intensive introductory ad campaign promoting the Melody Farms brands and the slogan "For Your Good Health."

Sharkey George, chairman of the company said, "We are backing our retailers with the most comprehensive advertising campaign I've ever seen in this market. We are even planning the second wave of the campaign to make Melody Farms a household name."

The firm was begun from what was a one-truck milk route in 1950 by the George brothers, sons of Chaldean immigrants. Mike is 44 and Sharkey is now 54.

The business grew from scratch to where it presently approaches the \$20 million sales figure annually.

The boys are aiming for \$50 million in sales by 1980.

CONGRATULATIONS
to the **Associated Food Dealers**
on your **60th birthday . . .**
from the **"Big M"**



McMAHON & McDONALD, INC.

• LEADING MERCHANDISING SPECIALISTS with complete retail • wholesale • institutional and chain coverage •

(Main Office)

DETROIT: 23943 Industrial Park Dr., Farmington, Mich. 48024/Phone: (313) 477-7182

TOLEDO: 1727 Sylvania Avenue 43613/Phone: (419) 473-1133

GRAND RAPIDS: 4437 Eastern Avenue, S. E. 49508/Phone: (616) 534-9695

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



Our premium loaf of bread is winning friends for you. Reason? It's a great loaf of bread—in taste—and in nutritional value. So keep your shelves stocked with Oven-fresh white bread. Its growing sales volume is great for you.

GROCCERS BAKING CO.

America's largest bakery exclusively owned by and operated for affiliated food retailers.

MAIN PLANT: 210—28th St., S. E., Grand Rapids, Michigan

BRANCHES:

Alpena (517) 354-8614	Grand Rapids (616) 245-9127	Lansing (517) 482-8600
Benton Harbor (616) 925-9811	Harrison (517) 539-6161	Muskegon (616) 773-0021
Detroit (313) 537-2747	Jackson (517) 764-2650	Saginaw (517) 792-8271
Flint (313) 785-4621	Kalamazoo (616) 345-7729	Traverse City (616) 947-6278

Meet two new

POTTER'S

The pleasure's all

CANADIAN

\$3.71/fifth

Class "C" cost
including taxes

\$4.52/fifth

Code 1464

**POTTER'S
POTTER'S
POTTER'S
POTTER'S**

POTTER'S BLENDED CANADIAN WHISKY • 80 PROOF
BLENDED CROWN CANADIAN WHISKY • 86.8 PROOF
POTTER DISTILLERIES, INC., PORTLAND, OREGON



Canadians.

POTTER'S
Yours.

86.8 PROOF



\$3.75/fifth*

Class "C" cost
including taxes

\$4.57/fifth

Code 1456

* Save over \$30.00/case.

**CROWN
CROWN
CROWN**

Call Emil Massaron in Detroit for information
regarding purchase. **(313) 341-1300**

AFD 60th Annual Food Trade I

Tuesday, February 17 at Raleigh



The Singing Dolls

THE PROGRAM

Invocation: Reverend Ray Shoulden

Edward Deeb, AFD Executive Director

Larry Kozel, President, DAGMR

Phil Saverino, AFD President

Special Guest: Justice James Ryan, Michigan State

SPECIAL PRESENTATIONS

Installation: Justice James Ryan

Entertainment, and Dancing to the Eddie Sant

DOOR PRIZES DURING ORCHESTRA'S

ersary ner , Southfield



Eddie Santini

TERMISSION

IN APPRECIATION.

The Associated Food Dealers is appreciative of the interest and cooperation offered by many of the food and beverage suppliers in planning this event. In particular, we thank the following firms specifically, for their generous participation.

Cocktail Hour:

Pepsi-Cola Company

Cocktail Hour Snacks:

Borden Company

Better Made Potato Chips

Kar-Nut Products Company

Kraft Foods

Banquet Sponsors:

Borden Company

Carling National Breweries, Inc.

Darling & Company

Detroit Coca-Cola Bottling Co.

Detroit Rendering Company

Farm Crest Bakeries

Grocers Baking Company

Paul Inman Associates

Kar-Nut Products Company

Kowalski Sausage Company

Kraft Foods

Ludington News Company

Pepsi-Cola Company

Ralston Purina Company

Squirt-Detroit Bottling Company

Stroh Brewery Company

H. J. Van Hollenbeck Distributors

Velvet Food Products

Ward Baking Company

Warner Vineyards

Wayne Soap Company

Ira Wilson & Sons Dairy Company

Abner A. Wolf, Inc.

Dinner Wines:

Cask Wines, produced
by Warner Vineyards, Inc.

Dessert Wines:

Chateau DeAlmond
by Frontenac Vineyards

Entertainment Sponsors:

Canada Dry Bottling Co. of Detroit

Faygo Beverages, Inc.

Grosse Pointe Quality Foods

Seven-Up Bottling Co. of Detroit

Viviano Wine Importers, Inc.

Signs and Banners:

Robert Bowlus Sign Co.

Prizes:

AFD Friends



ENCIRCLING CITY-COUNTY BUILDING — That's the way it look outside, above, when food and beverage trucks working in cooperation with the Teamsters Union and the Associated Food Dealers' Task Force on Crime testified inside Detroit's City-County Building in favor of a two-year mandatory prison



sentence for all crimes committed with a gun. AFD countered claims that prisons were already overflowing, by asking the State Senate Judiciary Committee to consider using inactive state and federal military bases to house and train criminals serving time.



THE NATURAL BREAD!

TIP TOP DIVISION OF WARD FOODS, INC.

3600 Toledo Ave. • Detroit, Mich. • Phone 825-6470

There are over thirty
good reasons
to say "Cask"
when you
order wine.

WINE □ SAUTERNE □ VIN ROSÉ □ BURGUNDY
SWEET RED □ PORT □ WHITE PORT □
SCATEL □ SHERRY □ PALE DRY SHERRY □
DROPPING 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
WINE □ D AND ROSÉ. AND MANY, MANY OTHERS.

They'll wear this label.



Owner Vineyards, Paw Paw, Michigan





PICTURED at left are several students in Michigan State University's Food Systems Economics and Management program to benefit from scholarships given out by food industry companies are, left to right, William Glover, Larry Pierce, Kathleen Ruf, Cynthia Cools, Cindy Seik, FSEM Prof. Jack Allen, Rourke Ruffing, Tom Land, Scott Vanderbeck and Bill Weymer. Kneeling are Diane Best and Dennis Eidson.

Labeltape
4275 AIRWEST DRIVE S.E.
GRAND RAPIDS, MI 49508
PHONE (616) 698-8890

PRESSURE SENSITIVE LABELS AND TAPES

EASTERN MICHIGAN REP
— Ben Mandell —

MERIT SALES CORP.
P.O. BOX 5168
DETROIT, MICHIGAN 48235
PHONE: 313 835-5970



Over 15 years experience serving grocery trade, manufacturers and processors. Quality and service guaranteed.
Call for FREE consultations, ideas and quotes.



HOME JUICE COMPANY

6431 E. PALMER

Detroit, Michigan 48211



Phone 925-9070

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.

Malsins

● *Procter & Gamble*



Good communications lead to better understanding and mutual confidence.

Baked goods buying families love variety

We give them — and all of your customers — 85 varieties of fresh baked goods to choose from every week. This vast variety brings them back again, and again, and again.



SIGN OF GOOD TASTE

12301 Farmington Rd. • Livonia, 48150

Phone (313) 522-1100

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.

Your Supplier For
Nu—Mrk Ant and Roach Killer . . .

Nu - Method
Pest Control
PRODUCTS AND SERVICES

8719 Linwood • Detroit 48206

PHONE (313) 898-1543

an AFD member



**Making friends is our business.
(So is keeping them.)**

Congratulations to the
Associated Food Dealers on your 60th Anniversary
from Anheuser-Busch Inc.

BREWERS OF BUDWEISER®, MICHELOB®, & BUSCH® BEERS

***Symbol of Excellence
1916 - 1976***



60th Anniversary Greetings

**Congratulations and Best Wishes for Continued Success
to the Officers and Members of Associated Food Dealers**

from all of us at

INTERSTATE MARKETING CORPORATION

16151 JAMES COUZENS HWY DETROIT, MICH. 48221
PHONE 341-5905

**Congratulations to the Members of
The Associated Food Dealers!**

*We appreciate your business and hope you will continue to sell
our Popular Prince brand spaghetti, macaroni, egg noodles and sauces. s.*

PRINCE MACARONI of MICHIGAN, INC.

26155 GROESBECK HWY.



WARREN, MICH. 48089

Phone Bill Viviano at 372-9100 or 772-0900



The Finest Selection of Wines from Around the World

H. J. Van Hollenbeck

Master Distributors in Michigan for:

Alianca Rose (Portugal)
 Bouchard Aine & Fils (Burgundy — France)
 Cora Asti Spumante (Italy)
 Cora Vermouths (Italy)
 Cuvee Banfi (France)
 Guinti Chianti (Italy)
 Hanns Kornell Champagne (California)
 Josef Wehr Wines (Germany)
 Mouiex and Fils (Bordeaux — France)
 Manuel Toribio Sherries (Spain)
 Patriarche Pere & Fils (Burgundy — France)
 Ogier Chateauneuf du Pape (Rhône — France)
 Riunite Lambrusco (Italy)
 Riunite Cristallo (Italy)
 Richard Langguth Wines (Germany)
 Romano Wines (California)
 Schapiro Wines (Kosher)
 Soderi Chianti (Italy)
 Sartori Wines (Verona — Italy)
 Schawnberg Wines (Austrian)
 Tabor Hill Wines (Premium — Michigan)
 Very good selection of Premier Grand Cru Wines
 of Bordeaux

Imported By:

H. J. VAN HOLLENBECK DIST. INC.



Local Distributors:

Arbor Beverage	Ann Arbor	(313) 662-9592
Anderson Dist. Co.	Jackson	(517) 782-8179
Bellino's Quality Beverage	Trenton	(313) 675-9566
Botsis Beverage	Holland	(616) 396-2359
Century Beverage	Flint	(313) 743-7700
City Beverage	Pontiac	(313) 373-0111
D - B Dist.	Bay City	(517) 686-1690
Dixon Dist.	Traverse City	(616) 947-0020
Don Lee Dist.	Detroit	(313) 584-7100
Draves Dist.	Bad Axe	(517) 269-8581
F & F Dist.	Muskegon Heights	(616) 733-2280
Gordon Dist.	Ann Arbor	(313) 426-3223
Griffin & Templeton Dist.	West Branch	(517) 345-0540
Hughes Dist.	Kalamazoo	(616) 342-5858

Huron Dist.	Cheboygan	(616) 627-2191
Kozak Dist.	Hamtramck	(313) 925-3220
L & L Dist.	Benton Harbor	(616) 926-6060
Marchetti Dist.	Sault Ste. Marie	(906) 632-2321
Northland Beverage	Cadillac	(616) 775-2335
Petitpren Dist.	Port Huron	(313) 364-6011
Pike Dist.	Marquette	(906) 475-9936
C. Riffel & Sons	Saginaw	(517) 752-8365
Robinet Dist.	Adrian	(517) 265-6248
Scheppeler Associates	Auburn Heights	(313) 852-6700
Superior Beverage	Grand Rapids	(616) 245-2712
Verderese Dist.	Lansing	(517) 489-9455
H. J. Van Hollenbeck, Dist. ..	Mt. Clemens	(313) 469-0441

H. J. Van Hollenbeck Distributors, Inc., 60 North Rose Street, Mt. Clemens, Michigan 48043

Call toll free anywhere in Michigan: 1-800-482-1552

What Motivates?

Continued from Page 26)

sense of personal significance — it enhances their self-image.

Conversely, poor supervision destroys the worth of the individual. In many subtle ways the poor supervisor undermines his people. By making their work meaningless he says louder than words: "You're nobody."

By and large, people are motivated to meet the expectations of others — to gain love, affection, attention, or approbation from these who mean something to us. This desire motivates the way we live, dress, work and play.

People become dissatisfied when events transpire to lower one's opinion of oneself. Unsatisfying work,

lack of recognition (pay), poor working conditions, etc., all speak loudly: "You aren't worth much."

Thus, from the standpoint of motivation, there is a difference in those factors which motivate and those which breed unhappiness. Factors which breed unhappiness do so because they make a man feel small, unworthy; like a supervisor who "cuts his people down to size." Motivation, on the other hand, is that which makes a man feel bigger, more like the person he wants to be.



FRONTENAC VINEYARDS of Michigan held a showing of the firm's new product line recently at the Fairlane Manor, Dearborn. Pictured above at the showing were, from left, Don Zerilli, of Wrigley Super Markets; Gus Stevens, Great Scott Super Markets; Jerry McClay, Frontenac Vineyards; Armand de Capite, Bottle and Basket; and Edward Jonna, Trade Winds Party Shoppes.

<p>PEEL 'N STICK COLD TEMP MEAT BAKERY SHRINK PAK PRICE GUMMED PACKAGING</p>	<p>TOLEDO SCALE 8200</p> <p>LABELS</p> <p>CALL</p> <p>KE 5-5440</p> <p>AND SAVE</p> <p>SEAL-AD TAPE & LABEL CO.</p> <p>20426 JOY RD. DETROIT 48228</p>
---	---

YOUR COMPLETE SPICE OUTLET...

McCormick' Spices and Foil Mixes
 Hudson's Spices
 Bulk Spices (you name it — we have it)
 Rafal's Poly Pak Carded Spices
 (30 different varieties)
 Gel and Maison Royal Black Pepper
 Crystal and Franks Hot Sauces
 Franks Red Hot "ELZEST" B. B. Q. Sauce

Legg's Old Plantation Sausage Seasoning
 Wright's Liquid Smoke
 Lawry's Seasonings
 Adolph Meat Tenderizers
 Accent
 Old Bay Seasoning
 Va. Dare Pure Extracts
 Spice Island Gourmet Spices

DELIVERY SERVICE

RAFAL SPICE COMPANY

2521 Russell Street (in the Eastern Market), Detroit, Michigan 48207 • PHONE 962-6473

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

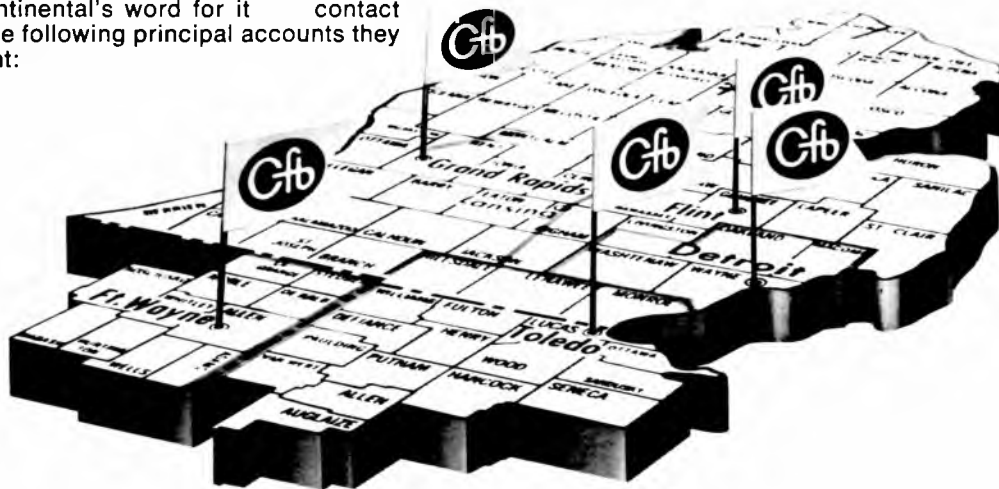
With five strategically located sales offices and a staff of 40 food sales veterans, Continental can put your product “on the map” and on the shelves of over 10,000 chain and independent grocery outlets in Michigan, northern Ohio and Indiana.

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

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

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

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



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



Continental Food Brokerage Co.

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

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

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 125 W. Eight Mile Rd., Detroit, Mich. 48203 Or Phone (313) 366-2400.



LIBERTY
Paper and Bag COMPANY

COMPLETE SERVICE TO THE FOOD INDUSTRY

REPRESENTED BY

GENE BALICE	ELLIOT KAHN
ABE GELLER	CHUCK RINI
DON LENZ	TOM RYDER
EMIL JACOBS	JOEL KAHN

Phone 921-3400
9145 VINCENT ST.
DETROIT, MICHIGAN 48211

- FRANKLIN AUTOMATIC WRAPPERS
- DOVE SCALES • GOODYEAR FILMS
- CLEAR PLASTIC TRAYS • LABELS
- BUTCHER FLOOR WAX
- PAPER BAGS & SACKS
- FULL LINE OF POLY BAGS

WE SERVE MICHIGAN AND OHIO MARKETS

BETTER MADE POTATO CHIPS



- SOUR CREAM N' ONION POTATO CHIPS
- B. B. Q. POTATO CHIPS
- CHEESE CORN
- POP CORN
- PRETZELS
- CARMEL CORN
- TACOS

10148 Gratiot Ave. 925-4774

AFD Member

SPECIALTY FOODS COMPANY IS NOW A PART OF PESCHKE.



AND SO IS HAMTOWN.



Now Specialty Foods is under the Peschke umbrella.
It's an unbeatable combination . . . working together
to serve you better in '76.



Grand Rapids Grocer Is Lottery Millionaire

A tiny 57-year-old woman grocer from Grand Rapids became the Michigan Lottery's 21st millionaire Tuesday and promptly announced plans to take her very first vacation.

Rose D'Amico was almost smothered in kisses and hugs from more than a dozen nieces and nephews when her name was announced.

Miss D'Amico attributed her good luck to God, some Chicago nuns and a yellow rabbit's foot from the Detroit Shrine Circus.

"It's just wonderful," she said, blinking back tears and clutching the hand of her nephew Frank who gave her the rabbit's foot. "I've never won anything in my life."

The 4-foot-10 Miss D'Amico, owner of D'Amico's Grocery in Grand Rapids, said she would take a trip to Arizona "to help my arthritis" and use the money to help out her large family.

Miss D'Amico said she had no plans to retire immediately.

Pepsi Promotes Three

Promotions for three Michigan executives of Pepsi-Cola Metropolitan Bottling Company were announced by Thomas J. Regina, vice president of the division that includes the entire lower peninsula.

Gerald Wietecha was named area v-p for the north-eastern half of the division, headquartering in Flint. William V. Bolter succeeds him as general manager of Pepsi's Pontiac distribution center, and Fred D. Thomas became business development manager for the division.

Wietecha now has overall responsibility for production, distribution, sales and market development for the division's eastern half, excepting the 11 southeastern counties that include the Detroit metropolitan market.

Bolter, another Detroiter, started here with Pepsi as a route manager in 1951. He was a merchandising manager and business development manager prior to now heading the brand's largest distribution center in Michigan. Bolter attended the University of Detroit.

Thomas, who moves from Detroit territorial sales manager, previously was a district manager here, and before that community relations manager. He attended Temple University in his native Philadelphia and joined Pepsi there in 1962.

CONGRATULATIONS

TO THE AFD —

WE WISH YOU

A VERY SUCCESSFUL

1976

GEORGE KEIL ASSOCIATES

9185 GREENFIELD • 273-4400

Detroit, Michigan 48228

HAMILTON FISH CO., INC.

1334 E. FISHER FRWY. — DETROIT

**Fresh and
Frozen Fish**

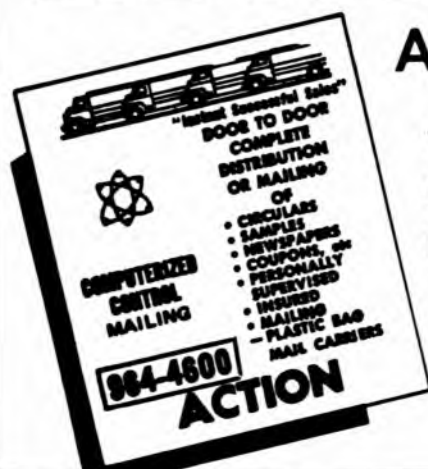


Phone 963-7855

If your business
isn't becoming
to you

Then you should
be coming
to us.

ACTION!



ADVERTISING

**YOUR BUSINESS
COULD GET
BETTER**



ACTION ADVERTISING COMPANY

CALL (313) 964-4600 - COMPUTERIZED MAILING

KAPLAN'S Wholesale Food Service

- FROZEN FOODS
- KRAFT PRODUCTS
- CHEESE SPECIALTIES
- PILLSBURY BISCUITS
- BUTTER and OLEO
- EGGS
- SPARE RIBS
- BEEF SIDES and CUTS
- FRESH LOCAL PORK
- LUNCHMEATS & SAUSAGES
- SMOKED HAM and BACON
- SALT PORK
- CHITTERLINGS HOG MAWS

DAILY DELIVERY

Call us or stop in and pick your own!

2630 Riopelle • Detroit • WO 1-6561
(In the Eastern Market)

INVITATION TO SUPPLIERS

All manufacturers, wholesalers 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) 366-2400. Or write The Food Dealers, care of Associated Food Dealers, 125 W Eight Mile Rd., Detroit, Mich. 48203.

RETAILERS WHY FUSS?

**LET THE A.F.D. PROCESS ALL YOUR COUPONS
THRU OUR COUPON REDEMPTION CENTER
COUPONS MEAN CASH!**

Drop Them Off or Mail to:

ASSOCIATED FOOD DEALERS
125 W. Eight Mile Rd. Detroit, Michigan 48203

BAKERS WATCH THAT BUDGET



THEY BUY CLABBER GIRL

TO SAVE MONEY
AND
EAT BETTER



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

A long road...



**birth defects
are forever...
unless you
help**

March of Dimes

THIS SPACE CONTRIBUTED BY THE PUBLISHER



Now Continental Distributes and Services
weldotron Food Packaging Systems.

Stretch savings 5 ways with weldotron stretch wrapping

Autamac A12* —the first automatic stretch wrap packaging system designed for supermarket use.

Saves Money:

The A12 handles all types of stretch films at savings of approximately 45% over shrink films. Less film per package and no waste result in thousands of dollars in film cost savings per year—yet the A12 costs just under \$11,000.

Saves Energy:

Since there's no heat tunnel or continuous cycling, as with shrink machines, the Automac A12 can save you up to \$1200 in electricity costs each year—a savings of 75% over other machines.

Saves Time:

The Automac A12 wraps any size or shape product up to 5½" in height. All types of food trays may be used—and you get perfectly wrapped packages every time. Stretch wraps meat, poultry, produce, cheese, bakery and other products—up to 30 per minute.

Saves Space:

Automac's smaller size takes up less space than other wrapping units. Overall dimensions are 70" long x 40" wide x 50" high.

Saves Food:

Since there's no heat from a shrink tunnel, packaged items stay fresh, look appetizing and shelf life is extended. And with cold packaging there are no fumes.



TO WRAP IT ALL UP FOR YOU: There's never been anything like the Automac A12 in supermarkets before. Shouldn't it be in yours? To arrange for a demonstration of this unique stretch wrapping system and/or receive a free cost saving analysis, write or call us today.

Continental Paper & Supply Co.
4520 Jeffries
Detroit, Michigan 48208
PHONE: (313) 894-6300
COME IN FOR A FREE DEMONSTRATION



NEW DAGMR OFFICERS – Officials of the Detroit Association of Grocery Manufacturers' Representatives (DAGMR) for 1976 took

time out to pose for a picture at its recent Inaugural Ball, held Jan. 10 at Vladimir's in Livonia. FRONT ROW, seated, left to right, are Gene Peare of Squirt-Detroit Bottling Co., second vice-president; James Jackson, Interstate Marketing Corp., first vice-president; Larry Kozel, Sullivan Sales Co., DAGMR president; Irv Kander, Independent Biscuit Company, secretary-treasurer; and Jack Wheeler, Stiles-DeCrick Co., sgt. at-arms. STANDING, from left, Jerry Schoendorf, General Mills, a director; Carl Leonhard, Detroit News, director; Fred Falle, Bob Jones & Company, board chairman; Bert Cohen, Detroit Warehouse Co., director; and Robert Vibbert, Acme Food Brokerage, a director.

Congratulations
to the Officers and Directors
– of –

ASSOCIATED FOOD DEALERS

GUZZARDO
Wholesale
Meats, Inc.

Sausage – Distr. Peschke Products

Phone: 833-3555

2888 Riopelle

• Detroit, Mich. 48207

THE WAYNE SOAP COMPANY



Growing thru Giving
Good Service

BUYERS OF BONES

FAT, TALLOW &

RESTAURANT GREASE

DETROIT, MICH. 48217

842-6000

AFD MEMBER

DISABILITY INCOME PROTECTION...

It can work for you, when you're unable to work!

That's right. Disability Income Protection has helped protect thousands of people from financial loss when a covered sickness or accident kept them from working. It can help you, too!

That's why the Associated Food Dealers of Michigan has endorsed Disability Income Protection for its members. Should a covered sickness or accident keep you from working, Disability Income Protection can provide regular benefits (from \$100.00 to \$1,000.00 a month depending on the plan you select and qualify for) to help you make your house payments, pay your grocery bills, the utilities and the other expenses that you and your family face everyday. As you can see, the benefits are paid directly to you, to spend any way you choose.

ALSO AVAILABLE — LIFE INSURANCE

Today's high cost of living makes it more important to establish an estate of adequate proportions to insure the future security of your family. Up to \$50,000.00 of life insurance coverage is available to you as a member of the Associated Food Dealers of Michigan. Life insurance coverage is also available for your spouse and dependent children.

Now — here's all you have to do to find out about the cost, conditions of coverage and renewal on the plans that best fit your individual needs. Complete and mail the coupon. A representative will provide personal service in furnishing this information at no cost or obligation.

Associated Food Dealers

125 W. Eight Mile Rd.
Detroit, Michigan 48203



People you can count on...

Life Insurance Affiliate: United of Omaha

MUTUAL OF OMAHA INSURANCE COMPANY
HOME OFFICE: OMAHA, NEBRASKA

Please rush full details on the Associated Food Dealers of Michigan Insurance Program.

NAME _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

Some plain talk about health care protection.

More than ever, you and your family need health care coverage that protects against rising costs. If you're like most people, you want a plan that also gives you the best value for your money.

Your Blue Cross and Blue Shield group coverage does both. And adds a very personal kind of service.

For one thing, you can depend on your Blue Cross and Blue Shield coverage to take care of most of your hospital and medical bills.

Other advantages built into your Blue Cross and Blue Shield coverage: an I.D. card that's instantly recognized and accepted by participating doctors, hospitals and clinics, coverage that can never be cancelled because of health or age, and protection that goes right along with you wherever you go. As a non-profit organization, Blue Cross and Blue Shield returns almost 95 cents out of every dollar in benefits.

True, your Blue Cross and Blue Shield coverage is going to cost more. Inflation is the major reason. But we want you to know Blue Cross and Blue Shield is working in every area we can to slow down rising costs. Our continuing cost-containment program has saved our members many millions of dollars.

Now, a massive cost-containment program is underway in Michigan. It's an expanded effort involving hospitals, physicians and Blue Cross and Blue Shield, and designed to help Blue Cross and Blue Shield of Michigan reduce potential payout even further while still continuing to meet the health-care needs of our members.

Plainly speaking, you can depend on your Blue Cross and Blue Shield coverage to provide the very best health care protection at the lowest possible cost.

Isn't that what you want for yourself and your family?



**Blue Cross
Blue Shield**
of Michigan

Belonging is a good thing to do.

Membership In A Trade Association

Is a bargain-priced insurance against various hazards of the member's business future. Were life to become simple again, with each man earning his livelihood without the aid of machines, trade association's would probably disappear. On the other hand, as living becomes more complex and as problems and needs of business men increase, trade associations are more useful today than ever before.

A quote from Theodore Roosevelt: "Every man owes a part of his time and money to the business in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere." If you know someone in the industry that you think should be a member, call the AFD at (313) 366-2400.

MEMBERSHIP IN AFD

MEANS MORE ACTION, RESULTS!

Michigan's Largest Wine Distributor

GALLO – PAUL MASSON

SELECTED IMPORTS

J. Lewis Cooper Co.

2545 Conner Ave., Detroit • (313) 499-8700

Serving Wayne, Oakland and Macomb Counties.

- Refrigerated Merchandisers
- Refrigerated Systems
- Heating, Air Conditioning and Dehumidification Systems
- Checkout Systems
- Deli Equipment
- Decor
- Wire Display Merchandisers and Product Moving Equipment
- Walk-In Coolers
- Shelving
- Carpentry Contracting

Quality that Sets Industry Standards

H U S S M A N N

REFRIGERATION, INC.
HUSSMANN STORE EQUIPMENT DIVISION

PET
INCORPORATED

COMPLETE SALES AND SERVICE

12900 CAPITAL

OAK PARK, MICHIGAN 48237

PHONE: (313) 398-3232

GUEST EDITORIAL***Advertising Doesn't Cost - It Pays!***

By **RICHARD ROGERS**
 Action Advertising
 Mailers & Distrs., Inc.

How would you like to see the following prices on food items ten years from now?

coffee	.55.29 1-lb.
milk	.5.248 1/2-gal.
sugar	.51.98 1-lb.
hamburger	\$2.98 1-lb.

Outrageous prices? Right? Well, that's what consumers might be paying in 1986 when they go to your market.

Today's prices are high but tomorrow's prices will be higher. Today's food dollar is like a stick of butter in your hand when you go

marketing. By the time you've gone half way down one aisle, it's melted away. It's a messy situation to be sure. But what can we do about it? Eat less? Stop eating? Move back to the farm? Of course not. We didn't stop eating 10 years ago because prices were too high, and we won't stop 10 years from now. Food isn't gasoline. You may not drive up to Owosso on Sunday to see Aunt Emma, but you'll still have dinner.

So what can consumers do about high food costs? Shop wisely with their food dollar. Watch for specials. Read the circular that come to their door. Listen to the ads on the TV and radio.

What can food chains and smaller

markets do to catch the melting dollar? Advertise. More advertising is the answer. An ad 10 years ago isn't going to bring the same response today it did then.

Inflation is galloping faster than ever before and competition is chasing it. Yes, competition. There are more markets today than there were 10 years ago. And they are all out there advertising. It's like the cold war. We don't dare cut our military forces because it may be our last cut. Consequently we continue to spend more and more for defense. So it is with advertising. If we cut our advertising costs, we may cut ourselves right out of business. We must instead increase our ad-

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

1923 Frederick • Detroit

571-2500

"First We Render Service"

AFD MEMBER

Try Us... All Of Us.



McDonald
FIRST...in good taste!



vertising if we are to catch the dollar and stay in the war.

Actually, merchants benefit both themselves and the consumer when they advertise. The consumer is on the lookout for bargains more than ever before in order to cut her food bill. And merchants, by providing her with price information, are helping her out.

The consumer is blinded by food commercials on the TV between segments of his favorite Monday night movie and between reports of President Ford's visit to China and Patty Hearst's trial. She hears about the pork special at a particular store as she sits in her car cursing the bumper to bumper traffic. She sees ads in the daily newspapers while trying to find the movie guide. Ads, ads, ads. Car ads, food ads, rug ads. Advertising everything from swimming pools to sanitary napkins.

All your competitors are out there reaching for a piece of the dollar. And if you end up empty-

handed, you have no one to blame but yourself. In order to make sure Mrs. Martin remembers to buy her meat at your store, you must make sure she knows that you have a special on pork loin today. You can't blame her for not going to your sale if you didn't tell her about it. Was your circular on her porch yesterday when she was writing out her grocery list? Or was your competitor's there instead?

Sure advertising is expensive but so are milk and bread and sugar. And just as you can't afford not to eat, you likewise can't afford not to advertise. If you don't eat, you'll starve. If you don't advertise, you'll go out of business.

Just think, 10 years from now you'll probably look back at what you spent on advertising in 1976 and laugh. Or, on the other hand, if you don't advertise in 1976, you may not have anything to laugh at in 1986.



**200 years
of
solid roots.**

**Take stock in America.
Buy U.S. Savings Bonds.**

Frontenac

7939 W. Lafayette • Detroit 48209 • Phone 843-3700

FRONTENAC VINEYARDS OF MICHIGAN

Extends an invitation to you to tour our winery and taste 50 varieties and flavors of our grape and fruit wine specialties. Free tastings and tours seven days until 5 p. m.

Our wines are made from the Labrusca species of grapes, the native grape of America. The Frontenac Vineyards are in full production of its new complete line of Michigan made wines. New packaging, new labels and new taste. We also have Frontenac Vineyards of Germany, Francy and Italy.



94

TAKE EXIT 56 NORTH — 20 MILES WEST OF KALAMAZOO

BELMONT

PAPER AND BAG COMPANY, INC.

"A Complete Line of Packaging Supplies
for the Food Industry."

Serving Southern Lower Michigan
and Northern Ohio

PHONE 491-6550

Represented by:

Lloyd — Bill — Izzy — Joe — Bruce

13850 Nelson Ave. • Detroit, Mich. 48227

UNITED

WHOLESALE GROCERY

**SERVING RETAIL GROCERS
IN MICHIGAN and OHIO**

WIDE VARIETY OF GROCERIES,
DAIRY and FROZEN FOODS,
HEALTH and BEAUTY AIDS

9 CONVENIENT LOCATIONS

- 1311 BUCHANAN
GRAND RAPIDS, MICH.
- 2812 MILLCORK
KALAMAZOO, MICH.
- 506 W. OAKLEY
FLINT, MICH.
- 8951 SCHAEFER ROAD
DETROIT, MICH.
- 5505 S. PENNSYLVANIA
LANSING, MICH.
- 9434 FRENCH ROAD
DETROIT, MICH.
- 3138 HILL AVENUE
TOLEDO, OHIO
- 775 INDUSTRIAL COURT
BLOOMFIELD HILLS, MICH.
- 26960 VAN BORN ROAD
DEARBORN HEIGHTS, MICH.

Are You On the Team? If Not, Why Not?

MEMBERSHIP APPLICATION

Name of Firm _____

Address _____

City _____ (State) (Zip)

Owner's Name _____

Check One: Retailer ☐ Supplier ☐

Do you wish Blue Cross Coverage?

Yes ☐ No ☐

An Invitation to Join A.F.D.

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

ASSOCIATED FOOD DEALERS
125 W. Eight Mile Rd.
Detroit, Michigan 48203

STORE DAMAGE COSTS MILLIONS*(Continued from Page 28)*

dropped by the customer (10.2%) and falling off the shelf when disturbed by customer (9.4%), poor techniques in stocking and display building, as well as poorly designed equipment, were given their share of the blame. Where merchandise was broken or crushed in shopping carts (2.9%) and dropped in unloading the cart (2.8%), it was felt improved shopping cart design might reduce such losses.

Poor techniques were cited again in the amount of damage due to dropping stocking, stacks falling over in the backroom, merchandise crushed in the stack, and cases dropped while being taken from stock, a combined total of 15.3%. An orderly storeroom layout, with all merchandise in proper location, clearly defined and maintained traffic lanes, and good housekeeping are "musts" if the retailer is to hold such damage to a minimum.

In the case of product falling out

of open or torn shipping containers (2.1%), bagged merchandise was affected more than any other, and here again the suggestion is for better techniques in handling.

In summary, more than half (56.3%) of all in-store damage to merchandise was attributed to improper or inadequate methods of handling.

Thayer Re-Elected LCC Chmn.

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

Thayer is beginning his tenth year both as a member and as Chairman of the Commission, hold-

ing this position longer than any other Chairman in the 42-year history of the Commission.

One of three attorneys on the Commission, he was appointed to the LCC in January, 1967, by Governor Romney. Earlier he was a member of the Michigan Employment Security Commission Appeal Board, was appointed Interim Successor to the Governor, and served four years in the Michigan State Senate, the last two as Majority Leader.

Mr. Thayer was justice of the peace and acting municipal judge of Ann Arbor and Ypsilanti in 1957-58 and Washtenaw County Republican Chairman in 1958-60. He is a graduate of the University of Michigan holding degrees from the Literary College and the Law School.

Mr. Thayer was Senior Vice President of the National Alcoholic Beverage Control Association from 1967-71, was elected as its President in April 1972, and Chairman of the Board of Directors in 1973.

Congratulations and Best Wishes

to the Associated Food Dealers

ON YOUR 60th BIRTHDAY!



ITT-CONTINENTAL BAKING COMPANY

Bakers of Wonder Bread and Hostess Cakes and

** Home Pride **

2901 GRAND RIVER • DETROIT, MICH. • PHONE 963-2330

Resource Recovery Key to Solid Waste Disposal

EDITOR'S NOTE. Can litter be legislated off the nation's roadside? In October of 1972, the State of Oregon enacted a Minimum Deposit Law — mandatory deposit beverage container legislation.

A recently-released, official study, *contracted for by the Oregon Highway Department, on results of the first year of that State's law shows total roadside litter — litter of all kinds — dropped by 10.6 per cent — at a cost to industry and the Oregon consumer of more than \$10,000,000. Between 165 and 227 jobs were lost because of the law.

Some nagging questions remain: Why spend \$10,000,000 to reduce litter only 10.6 per cent when Oregon's total litter cleanup budget is \$500,000 to \$600,000?; why not simply pick up litter and save both money and jobs?; and is there a better way to deal with litter than through mandatory container legislation?

Mr. Robert B. Healy is President of the Michigan Council for Convenience Packaging (MCCP), a non-profit organization conceived to alert Michigan communities to practical solutions to the critical

problems of solid waste management and litter. Here Mr. Healy examines the Oregon situation and suggests an alternative method to reduce litter and solid waste. Its name is resource recovery.

*"Study of the Effectiveness and Impact of the Oregon Minimum Deposit Law," conducted by Applied Decision Systems (ADS), a division of Temple, Barker & Sloane, Inc., Wellesley, Mass., and Decision Making Information, Inc., Santa Ana, Calif.

By **ROBERT B. HEALY**

Michigan Council for Convenience Packaging

One of the practical results of the environmental movement a few years ago was the requirement of an environmental impact statement on federal and other public projects. This was to insure that careful and reasonable thought would be given in the planning stage of a major construction effort military system or other programs which might upset or infringe on our delicate ecological balance. Lately, however, some environmentalists have proposed pro

Add PROFITS & QUALITY with Food Furniture



Fiberglass Display Tables that mean:

- ✦ Improved Appearance
- ✦ Reduced Maintenance
- ✦ Greater Sanitation
- ✦ Display Versatility

Keep customers coming back.

Food Furniture™ will add an attractive impulse-building look to any department. Its high-gloss, non-fade, molded-in color guarantees top quality appearance and long life. Thirty models to choose from in 4 standard colors or matched to your decor.

Call collect or write for complete catalog.

 **Food Furniture**

PROGRESSIVE TECHNOLOGY, INC.
360 HARMON AVENUE
LEBANON, OHIO 45036 513/932-4045

grams, laws and actions which do not consider the effect on another very delicate balance in our world — the economy.

OREGON'S NOBLE EXPERIMENT

No one quarrels with the need to reduce the blight of litter or cut down on waste filling up scarce landfills. In fact, I like to think all Americans are environmentalists. The main difference among us is how we view the methods of attaining the desired goals. According to surveys taken in Oregon, some residents of that state felt that a law which would literally have the impact of a ban on non-returnable beverage containers, would indeed reduce litter significantly and supported the measure. Now let's examine that actual *effects* of that law:

The official Oregon report on results of the first year of that State's law showed a 10.6% reduction in total litter. The Applied Decision Systems report, contracted by the State, showed beverage-related litter reduced, but all other litter increased. More recently facts have shown that beverage-related litter actually may be in an upward trend. For example, the Oregon State Highway Department litter survey for June through August, 1974, showed that beverage container litter increased 52% over that of the pre-

vious year for the same period. **

The tragedy of the Oregon law is that it resulted in a loss of skilled jobs, resulted in an increase in costs and a decrease in profits to the beverage and container industries of between \$6.9 and \$8.6 million. The Oregon State Highway Department, it should be noted, abandoned its litter survey following its September 1974 litter pickup.

The ADS study also showed that Oregon had a 10.7 per cent increase in cleanup costs and that excise tax collections were down by \$37,000. The consumer also had his choice of products and package sizes reduced in the market place.

Lastly, the ADS study made a final observation that should be significant: "A final note must be added to those who will extrapolate Oregon's experience under its Minimum Deposit Law to other areas. One must consider the similarities and differences of the markets, consumer attitudes, and industries in both areas in the process of translating Oregon's experience to other regions."

COSTS AND EMPLOYMENT

Between 165 and 227 jobs were lost as a result of the Oregon law. Skilled jobs. As recently as March,

(Continued on Page 64)

MAKE CASH ON THE

NEW 64 oz. SIZE



BARRELHEADTM

Now Detroit's Number 1 Selling Root Beer Brand!

Available Feb. 23, 1976

ASK YOUR SALESMAN, OR CALL 868-5007
CANADA DRY BOTTLING COMPANY OF DETROIT, INC.

RESOURCE RECOVERY

(Continued from Page 63)

1975 the Yakima, Washington metal container manufacturing facility of the National Can Corporation was closed, resulting in the loss of an additional 50 skilled jobs.

A restrictive container law will not accomplish its intended environmental objectives and yet poses severe negative economic consequences for the state. We can see product costs rising and unemployment compensation costs increasing with a corresponding reduction in income and sales tax revenues to the state. The biggest cost, of course, is the human and social one attributed to job loss.

A BETTER WAY

To reduce litter and solid waste, there is a better way than restricting a particular type of container from the market place. Its name is resource recovery.

Resource recovery is a general term used to describe the extraction of economically usable materials or energy from waste materials. The concept may involve recycling or conversion into different and sometimes unrelated uses. One such possibility is con-

version — mainly energy recovery by using waste for heat and fuel values.

Municipal and regional resource recovery systems extract reusable raw materials and then burn most of the remaining refuse to generate energy.

This approach conserves fuel. It also helps solve the problem of disappearing landfill space. Refuse processed for resource and energy recovery leaves a clean, dense residue for landfill that has been reduced in volume by more than 90 per cent.

A recent study by the U. S. Environmental Protection Agency indicated that there is more than a billion dollars worth of energy waiting to be released from our trash.

There are cities in Europe and the Far East that have been producing energy from trash for as long as 20 years. For example, in Frankfurt and Amsterdam, refuse-to-energy systems are producing between six and seven per cent of total electricity energy requirements. A growing number of American cities are following suit.

Of special interest is the pioneering refuse-to-energy system that has been operating on a pilot basis in St. Louis since April, 1972. Currently, about

The Test Of Time . . .

92 Years
Of
Successful
Service



**To Slaughter Houses, Wholesale &
Retail Markets and Locker Plants**

Whatever Your Problems May Be, Call

Darling & Company

3350 Greenfield Road
WA 8-7400
Melvindale, Michigan

P. O. Box 329
Main Post Office
Dearborn, Michigan

AFD MEMBER

CONTINUED BEST WISHES
TO THE AFD —

**CENTRAL
GROCERY CO., INC.**

Retailer owned & operated
G — 3367 CORUNNA RD. FLINT
PHONE CE 5-0605

300 tons per day are processed by the system, and Union Electric is moving ahead to handle the municipal solid waste in the St. Louis Metropolitan area.

The City of Detroit is planning three facilities in conjunction with either a local utility or privately-owned facilities to transform garbage into steam and electrical power to help meet area energy needs and avoid an approaching crisis as landfill space is exhausted. These facilities could have the added advantage of:

Being tax-paying facilities, instead of using tax funds.

Providing hundreds of new jobs in the area.

Recovering quantities of valuable metals and raw materials for re-use.

The State of Connecticut has authorized \$270 million for regional resource recovery centers. It is estimated that by 1985 that State will have saved \$100 million. Projected over urban America as a whole, our country might save \$6 to \$7 billion within the same time frame. These savings could be applied to other serious environmental or social problems. This is a forward approach.

It is estimated that it would cost about \$5 billion

(Continued on Page 66)

friendly...

community wide

banking and trust service



The Wayne Oakland Bank

Royal Oak

Highland Park

Berkley

Clawson

Rochester Area

Troy

Member Federal Deposit Insurance Corporation



KEENE

CORPORATION

FOOD SERVICES DIVISION

CONTINUED SUCCESS

TO THE ASSOCIATED FOOD DEALERS

Band Saw Blades & Grinder Plate & Knife Service — Sharp, Long Lasting, Fast Cutting, Precision Engineered to meet every need.

USDA Approved Products — Stainless Steel Tables, Plastic Cutting Tops, Decorative Parslee Dividers and Produce Kusion, Profit-making Keene Harvey's Meat and Sausage Seasonings, Butcher Supplies.

OSHA and USDA Approved Safety Non-Slip floor treatment for meat and produce cutting rooms.

We at Keene Food Services are continually endeavoring to find ways of increasing your **profits** at store level through product and service innovations and a 90 man sales force across the nation devoted to offering the most complete service available.

For a complete catalog, band blade and grinder service, or profitable ideas, call or write:

Phone (800) 325-8940

KEENE CORPORATION

1569 TOWER GROVE

ST. LOUIS, MO. 63110

NY-BEST DISTRIBUTORS

318 W. Morrell
 Otsego, Michigan 49078
 PHONE (616) 694-6354



Cottage Cheese
 Sour Cream
 Chip Dip
 Pizza
 Salads
 Yoplait Yogurt

*Congratulations to the
 Associated Food Dealers
 and the New Officers*

**RESOURCE RECOVERY**

(Continued from Page 65)

and take five to ten years to provide for urban recycling centers or the same amount to convert backwards to an all returnable packaging system. But, moving forward can provide three or four times as much energy versus moving backward. In fact, returning to returnables limits energy savings and amounts to a squandering of our environmental capital.

Recycling provides solutions for both environmental and energy problems. It not only attacks beverage solid waste, but all municipal solid waste. Beverage packaging plays a minor role in municipal solid waste. Therefore, moving forward could be 10 to 15 times more effective in reducing solid waste than moving backwards.

****Based on average monthly litter per mile for same sites during summers of 1973 and 1974.**

Happy 60th, AFD!

**Best wishes for continued success as a leader in your field.
 And we'll continue as a leader in ours.**

Michigan Beverage News

*An independent newspaper serving Michigan's
 alcoholic beverage industry for 37 years*

**(313) 357-4020
 24681 NORTHWESTERN HWY., SUITE 408
 SOUTHFIELD, MICH. 48075**

Synopsis of State's New Single Business Tax



MILLER

1) Financial Institution Income Tax, 2) Saving and

(Continued on Page 68)



LET TOP VALUE PROVE THAT WE CAN:

- Increase your sales
- Increase your profits
- Build a lasting consumer preference for your stores.

Just call or write

DUANE BACON, V.P., TOP VALUE ENTERPRISES, INC.
19675 WEST 10 MILE. SOUTHFIELD, MICHIGAN 48075

(313) 352-9550

MEMBER *Associated Food Dealers of Michigan*

TAX TOPICS

(Continued from Page 67)

Loan Privilege Fee, 3) Domestic Insurance Co. Privilege Fee, 4) Individual Income Tax Credits.

HOW COSTLY

& WHAT IS THE SINGLE BUSINESS TAX?

1 — It is one large tax versus several smaller ones.
2 — Generally a shift in tax base; from property and profits; to profits plus payroll at 2.35%. How costly is anyone's guess. But it will not come cheap.

3 — How do you determine the "tax base" which is subject to 2.35%?

A — The starting point is your federal Taxable Income, to this sum add the following:

1) Compensation which must include payroll taxes and all fringes.

2) State and City Income Taxes.

3) Depreciation (substantial part).

B — From the above subtract the following:

1) Certain Depreciation.

2) Unused net operating loss from Michigan Income tax.

3) Current business losses.

C — Subtracting "B" from "A" is the tax base, this can also be adjusted if compensation exceeds 65% of the tax base or 35% for retail food stores.

4 — There is an allowable exemption of \$34,000.00, but if the tax base income exceeds \$51,000.00, there is no exemption.

5) The first quarterly estimated tax is due April 30, 1976 and must be estimated within 90% of the tax due.

This new act has no precedent, reflects an untried theory of taxation and will have an enormous impact on all business activity in Michigan.

Advertising in The Food Dealer

Means Communicating with

Your Important Retail Customers!

Congratulations to the Associated Food Dealers!

Compliments of

THE RALEIGH HOUSE

25300 Telegraph Road

•

Southfield, Mich. 48075

Phone (313) 353-1100

Support These AFD Supplier Members

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
Schafer Bakeries	293-5320
Taystee Bread	986-3400
Tip Top Bread	554-1490
Wonder Bread	963-2330

BEVERAGES

Anheuser-Busch, Inc.	642-5888
Arrow Liquor Company	271-3100
Brooks Sun-Glo Pop	396-2371 (616)
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	273-0111 (1)
Coca-Cola Bottling Company	898-1900
J. Lewis Cooper Co.	499-8700
Four Roses Distillers Co.	354-6330
Faygo Beverages	925-1600
Greater Macomb Beer & Wine Dist.	468-0950
Home Juice Company	925-9070
Hubert Distributors, Inc.	858-2340
International Wine & Liquor Company	843-3700
Kozak Distributors, Inc.	871-8006
Don Lee Distributor, Inc.	584-7100
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)	941-5900
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
Schiffelien & Company	646-2729
Jos. Schlitz Brewing Co.	522-1568
Seagram Distillers Co.	345-5350
Seven-Up Bottling Company	537-7100
St. Julian Wine Company	941-5900
Stroh Brewery Company	398-8300
Squirt-Detroit Bottling Company	259-3200
United Beverage Wholesalers, Inc.	293-8120
H. J. Van Hollenbeck Distributors	833-8500
Viviano Wine Importers	883-1600
Hiram Walker, Inc.	823-1520
Wayne Distribution Co.	427-4400
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	478-5010
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	353-0222
Peterson & Vaughan, Inc.	838-8300
The Pfeister Company	355-3400
Bob Reeves Associates	563-1200
Retzlaff, Leathley, Schmoysers Assoc.	559-6116
Sahakian & Salm	962-5333
Sosin Sales Company	963-8585
Stark & Company	884-4100
Stiles-DeCrick Company	424-8500
James K. Tamakian Company	477-1800
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	254-2104
Gunn Dairies Company	885-7500
Don Johnstone, Inc.	646-5398

Land O'Lakes Creameries	834-1400
McDonald Dairy Company	232-9193 (313)
Melody Dairy Company	557-3800
Ny-Best Distributors	694-6354 (616)
Sani-Seal Dairies	892-4581 (517)
Louis Sarver & Company-Milk-O-Mat	864-0550
Chas. H. Shaffer Distributor	694-2997 (616)
Sheffer's Luscious Cheese	673-2639 (616)
Stroh's Ice Cream	961-5840
Twin Pine Farm Dairy	584-7900
United Dairies, Inc.	479-2261
Vroman Foods, Inc.	883-6550 (419)
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Sons Dairy	895-6000

COUPON REDEMPTION CENTER

Associated Food Dealers	366-2400 (313)
-------------------------	----------------

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
Napoleon Egg Company	892-5718
Orleans Poultry Company	833-1847
Water Wonderland Egg Corporation	789-8700

EMPLOYMENT AGENCIES

Roth Young Personnel	559-3300
----------------------	----------

FISH AND SEAFOOD

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

FRESH PRODUCE

Cusumano Bros. Produce Company	921-3430
Faro Vitale & Sons	832-0545

ICE PRODUCTS

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

INSECT CONTROL

Nu-Method Pest Control Service	898-1543
Rose Exterminating Company	834-9300
Vogel-Ritt Control	834-6900

INVENTORY, TAXES

Approved Inventory Specialists Co.	571-7155
Gohs Inventory Service	353-5033
Reed, Roberts Associates	559-5480
RGIS Inventory Specialists	778-3530
Washington Inventory Service	557-1272

INSURANCE, PENSION PLANS

Brink, Earl B., Inc.	358-4000
Ward S. Campbell, Inc.	531-9160 (616)
Mid-America Associates	585-7900
Mutual of Omaha	358-4000

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
Velver Food Products	937-0600

MEAT PRODUCERS, PACKERS

Ed Barnes Provisions	963-7337
Broome Sausage Company	922-9627
Clover Meat Company	833-9050
Detroit Veal & Lamb, Inc.	962-8444
Feldman Brothers	963-2291
Flint Sausage Works (Salays)	239-3179 (1)
Frederick Packing Company	832-6080
Glendale Foods, Inc.	962-5973
Guzzardo Wholesale Meats, Inc.	321-1703
Hartig Meats	832-2080
Herrud & Company	456-7235 (616)
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
Pett 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	841-3000
Detroit Free Press	222-6400
The Detroit News	222-2000
The Macomb Daily	463-1501
The Oakland Press	332-8181
Port Huron Times Herald	985-7171 (1)
WJBK-TV	557-9000
WJT AM-FM-TV	222-2588

NON-FOOD DISTRIBUTORS

Arkin Distributing Company	349-9300
Camden Basket Company, Inc.	368-5211 (517)
Cleanway Products, Inc.	341-4363
Continental Paper & Supply Company	894-6300
Hartz Mountain Pet Products	349-9300
Household Products, Inc.	682-7588
Household Research Institute	682-1400
Items Galore, Inc.	278-6070
Kathawa Imports	939-7910
The Krolik Corporation	894-8288
The Krolik Corporation	883-3340
Ludington News Company	925-7600
Rust Craft Greeting Cards	534-4464
Society Fataway Pet Products	791-8844

OFFICE SUPPLIES, EQUIPMENT

City Office Supplies, Inc.	885-5402
----------------------------	----------

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 Adve. Dist. & Mailing Company	964-4600
Bowling Display Company (signs)	278-6288
Green Giant Graphics	864-7900
Najjar's Distributing Co.	368-7544
Sperry & Hutchinson Company	474-3124
Stanley's Adv. & Distributing Company	961-7177
Steve Advertising Company	965-5865
Norman Tremonti Advtg. Promotion	355-5410
Top Value Enterprises	352-9550

REAL ESTATE

Casey Associates, Inc.	357-3210
------------------------	----------

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
Leprie 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 Ept. Co.	545-0900
Pappas Cutlery & Grinding	965-3872
Square Deal Heating & Cooling	921-2345

TOBACCO DISTRIBUTORS

Fontana Brothers, Inc.	397-4000
Philip Morris USA	557-4838

WAREHOUSES

Detroit Warehouse Company	491-1500
---------------------------	----------

WHOLESALEERS

FOOD DISTRIBUTORS

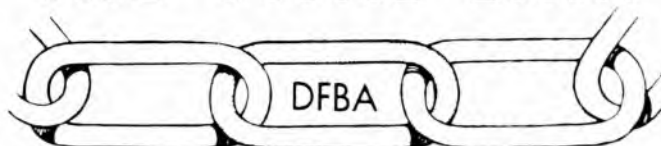
Central Grocery Company	235-0605
Continental Paper & Supply Company	894-6300
Grosse Pointe Quality Foods	871-4000
Kaplan's Wholesale Food Service	961-6561
M & B Distributing Co.	239-7689 (1)
Merchants Tobacco, Candy, Grocery Co.	272-5800
Nor Les Sales, Inc.	674-4101
Raskin Food Company	865-1566
The Relish Shop	925-5979
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	823-8421 (517)
United Wholesale Grocery Co.	534-5438 (616)
Viking Food Stores	222-3151 (616)
Abner A. Wolf, Inc.	584-0600

Advertisers' Index

	Page		Page
Action Advertising & Mailing	51	Nu-Method Pest Control	42
Anheuser-Busch, Inc.	43	Nybest Distributing Company	66
Arrow Liquor Company	23	Pepsi-Cola Company	2, 72
Awrey Bakeries	42	Peschke Packaging Company	49
Belmont Paper & Bag Co.	60	Potter's Distillers, Inc.	34
Better Made Potato Chips	48	Prince Macaroni of Michigan	44
Blue Cross & Blue Shield	56	Procter & Gamble	41
Borden Company	9	Progressive Technology	62
Bowlus Signs & Display	5	Rafal Spice Company	46
Canada Dry Bottling Co.	63	Raleigh House, The	68
Carling National Breweries	31	Seal-Ad Tape & Label	46
Central Grocery Company	64	Spartan Stores, Inc.	30
Clabber Girl	52	Squirt-Detroit Bottling Co.	26
Continental Baking Company	53	Stroh Brewery Company	7
Continental Food Brokerage	47	Super Food Services, Inc.	27
Continental Paper & Supply Co.	53	Superior Potato Chips	4
J. Lewis Cooper Company	57	Top Value Enterprises	67
Darling & Company	64	Twin Pines Farm Dairy	14
Detroit Area Newspaper Network	24	United Wholesale Grocery Co.	60
Detroit Coca-Cola Bottling Co.	15	H. J. Van Hollenbeck Distrs.	45
Detroit Food Brokers Association	71	Ward Foods	38
Detroit News	17	Warner Vineyards	39
Detroit Rendering Company	58	Wayne Oakland Bank	65
Peter Eckrich & Sons	16	Wayne Soap Company	54
Farm Crest Bakeries	10	Ira Wilson & Sons Dairy	25
Faygo Beverages, Inc.	22		
Frontenac Vineyards	59		
General Foods	13		
General Mills	19		
Grocers Baking Company	33		
Guzzardo Wholesale Meats	54		
Hamilton Fish Company	50		
Home Juice Company	40		
Hussmann Refrigeration	57		
Independent Biscuit Company	30		
Paul Inman Associates	29		
Interstate Marketing Corporation	44		
Kaplan's Wholesale Food Service	52		
Kar-Nut Products Company	12		
Keene Food Services	65		
George Keil Associates	50		
Kellogg Company	11		
Kowalski Sausage Company	18		
Labeltape	40		
Land O'Lakes, Inc.	28		
Liberty Paper & Bag Co.	48		
Marks & Goergens, Inc.	30		
McDonald Dairy Company	58		
McMahon & McDonald, Inc.	32		
Michigan Beverage News	66		
Michigan Lottery Bureau	28		
Mutual of Omaha	55		



THE VITAL LINK



36 Member Brokers with Real Know-How!

**ACME FOOD
BROKERAGE, INC.**
21850 Greenfield Rd.
Oak Park, Michigan 48237
968-0300

**ALLSTATE SALES —
MARKETING, INC.**
18441 W. McNichols
Detroit, Michigan 48219
535-2070

C. B. BONNEAU & COMPANY
8469 East Jefferson Avenue
Detroit, Michigan 48214
822-4912

A. J. COHEN COMPANY
15871 Schaefer
Detroit, Michigan 48227
836-2550

**CONTINENTAL
FOOD BROKERAGE**
17501 W. Eight Mile Road
Detroit, Michigan 48235
255-5880

W. H. EDGAR & SON, INC.
1575 E. Lafayette — Suite 212
Detroit, Michigan 48207
964-0008

MAURICE J. ELKIN & SON
18860 W. 10 Mile Rd. — Suite 110
Southfield, Michigan 48075
353-8877

ESTABROOKS MARKETING CO.
17250 W. 12 Mile—Suite 1-C
Southfield, Michigan 48075
559-7090

TOM FANOS ASSOCIATES
18621 W. 7-Mile Road
Detroit, Michigan 48219
255-0840

JOHN HUETTEMAN & SON
21200 Harper Ave.
St. Clair Shores, Mich. 48080
774-9700

PAUL INMAN ASSOCIATES, INC.
P. O. Box 615
Franklin, Michigan 48025
626-8300

**INTERSTATE
MARKETING CORPORATION**
16151 James Couzens Hwy.
Detroit, Michigan 48221
341-5905

BOB JONES ASSOCIATES
19150 W. Ten Mile Road
Southfield, Michigan 48075
352-4442

PAUL KAYE ASSOCIATES
32969 Hamilton Ct., Suite 100
Farmington Hills, Mich. 48024
478-5010

GEORGE KEIL ASSOCIATES
9185 Greenfield Road
Detroit, Michigan 48228
273-4400

**KNOTT & MCKINLEY
INSTITUTIONAL
MARKETERS, INC.**
24680 Swanson
Southfield, Michigan 48075
357-3030

HAROLD M. LINCOLN CO.
11677 Beech Daly Rd.
Detroit, Mich. 48239
255-3700

**McMAHON &
McDONALD, INC.**
P. O. Box 37
Farmington, Michigan 48024
477-7182

MARKS & GOERGENS, INC.
20245 W. Twelve Mile Road
Southfield, Michigan 48075
354-1600

**HARRY E. MAYERS
ASSOCIATES**
21711 W. Ten Mile Road
Southfield, Michigan 48075
352-8228

**MID-AMERICA
FOOD BROKERS, INC.**
20065 James Couzens Hwy.
Detroit, Michigan 48235
342-4080

NORTHLAND FOOD BROKERS
P. O. Box 865
22150 W. Nine Mile Rd.
Southfield, Michigan 48075
353-0222

PETERSON & VAUGHAN, INC.
17043 Schoolcraft Ave.
Detroit, Michigan 48227
838-8300

THE PFEISTER COMPANY
21415 Civic Center Drive
Southfield, Michigan 48075
355-3400

BOB REEVES ASSOCIATES
P. O. Box 2593
Dearborn, Michigan 48123
563-1200

R. E. B. BROKERAGE
36125 Groesbeck Hwy.
Mt. Clemens, Mich. 48043
792-4880

RENNIE BROKERAGE, INC.
2411 Fourteenth Street
Detroit, Michigan 48216
961-3080

RINGLAND ASSOCIATES
P. O. Box 171
Lathrup Village, Mich. 48076
559-4840

SAHAKIAN & SALM
1448 Wabash Avenue
Detroit, Michigan 48216
962-3533

STARK & COMPANY
24472 Northwestern Hwy.
Southfield, Michigan 48075
358-3800

**STILES-DeCRICK
COMPANY, INC.**
19900 Harper Ave.
Harper Woods, Mich 48236
885-4900

SULLIVAN SALES, INC.
18222 W. McNichols Road
Detroit, Michigan 48219
531-4484

**JAMES K.
TAMAKIAN COMPANY**
18470 W. Ten Mile Road
Southfield, Michigan 48075
352-3500

**UNITED BROKERAGE
COMPANY**
23955 Freeway Park Dr.
Farmington, Michigan 48024
477-1800

MORT WEISMAN ASSOCIATES
25820 Southfield
Southfield, Michigan 48075
354-1350

WILTSE & COMPANY, INC.
18431 W. McNichols Road
Detroit, Michigan 48219
537-7760

DETROIT FOOD BROKERS ASSOCIATION

SERVICE — QUALITY — INTEGRITY

Serving the Dynamic Michigan Food Market



***Pepsi-Cola salutes the
Associated Food Dealers
During Your 60th Anniversary Year in 1976.
It is a pleasure doing business
with you and your members.***

—The Pepsi-Cola Company
