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 VESCO (Chairman)
Vesco Super Markets

EDWARD ACHO, Vice-President
J & J Super Markets

JERRY YONO, Vice-President
Starlight Party Shoppers

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

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Village Food Market

SINDY BRENT
Kennetworth Market

*MICHAEL GIANOTTI
Auburn-Orchard Markets

*DONALD LAROSE
LaRose Market

R. JERRY PRZBYLSKI
Jerry's Food Markets

*ALLEN VERBRUGGE
Verbrugge's Market

*JOHN WILCH
Hollywood Super Markets

DIRECTORS

TERMS EXPIRING DEC. 31, 1977

LAFAYETTE ALLEN, JR.
Allen's Super Markets

*NEAL BFLL
Village Food Market

THOMAS GREGG
T's Food Center

SID HILLER
Shopping Center Markets

EDWARD JONNA
Trade Winds Party Shoppes

MOYED (MIKE) NAJOR
Publix Super Markets

WILLIAM THOMAS
Joe's Safeway Foods

*HARRY L. WEISBERG
Chatham Super Markets

WILLIAM WILCH
Hollywood Super Markets

DIRECTORS

TERMS EXPIRING DEC. 31, 1978

SAM ABBO
Plaza Food Center

LOUIS BOJI
State Fair Market

LOUIS GABBABA
Central Market

DON HARRINGTON
Meat – N – Place

*PHIL LUMI
Lauri Bros. Super Market

GINO MATTU
Town Square Super Markets

RAMZY NAJOR
Saxon Foods Center

TONY SFMAAN
Bettendorf 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

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

President’s Message

Off the Deeb End

Know Your Safety Rules

Guest Editorial: Reasons Behind Credit

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AFD Officers, Directors

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Program, AFD’s 60th Trade Dinner

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

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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 commemora-
tion of AFD’s new building.
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.”
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 1-75 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 prove 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.
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.
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

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 and 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 shop-worn 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
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.
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.


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.


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.
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)
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
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.

* * *

Congratulations 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 Shammas 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, 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 marker 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.
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 grantees 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,

KO W A L S K I
SAUSAGE

...it’s worth looking for!”

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

Close harmony

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!)—Chatham Food Markets, Coca-Cola, General Mills, Hy-Vee Food Stores, Land O'Lakes, Milgram's Super Markets, Stop & Shop, Women's Day Magazine...

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

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

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

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

Gordy Ryan

L. P., Trade Policy and Relations
An industry service from
GENERAL MILLS, INC.
Box 1113
Minneapolis, MN 55440

General Mills
YOUR OFFICERS, DIRECTORS, ADVISORS.

Phil Saverino
*Phil's Quality Market*
President

Louis Vescio
*Vescio's Super Market*
Chairman of the Board

Edward Acho
*I. 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.
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
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
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
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
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, Ypsilanti, Michigan 48197
Phone: (313) 823-0421 — Frank Maloff, Vice President — Michigan Division

Serving Over 140 IGA 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.

<table>
<thead>
<tr>
<th>Cause of In-Store Damage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carton damaged by cutter blade during case cutting</td>
<td>19.3%</td>
</tr>
<tr>
<td>Dropped by customer</td>
<td>10.2%</td>
</tr>
<tr>
<td>Fell off shelf when disturbed by customer</td>
<td>9.4%</td>
</tr>
<tr>
<td>Dropped during stocking of shelf</td>
<td>6.4%</td>
</tr>
<tr>
<td>Stack fell over in backroom</td>
<td>4.1%</td>
</tr>
<tr>
<td>Merchandise crushed in stack</td>
<td>3.0%</td>
</tr>
<tr>
<td>Broken or crushed in shopping cart</td>
<td>2.9%</td>
</tr>
<tr>
<td>Dropped by customer unloading shopping cart</td>
<td>2.8%</td>
</tr>
<tr>
<td>Fell out of open or torn shipping container</td>
<td>2.1%</td>
</tr>
<tr>
<td>Dropped case while taking it from stock</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

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

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Sales and Marketing

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SOUTHFIELD, MICHIGAN 48076

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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.

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

McMAHON & MCDONALD, INC.

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.
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.

**GROCERS 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:**
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- Detroit (313) 337-2747
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- Grand Rapids (616) 245-9121
- Harrison (517) 639-8181
- Jackson (517) 764-2850
- Kalamazoo (616) 345-7729
- Lansing (517) 482-8620
- Muskegon (616) 773-0201
- Saginaw (517) 792-8271
- Traverse City (616) 947-6216
Meet two new
THE PLEASURE'S ALL

POTTER'S

IMPORTED
POTTER'S
SPECIAL BLEND
CANADIAN WHISKY

$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

IMPORTED

CROWN

CANADIAN WHISKY

A BLEND

IMPORTED BY POTTER DISTILLERIES, INC. PORTLAND, OREGON

BOTTLED BY POTTER BRANDS, PORTLAND, OREGON

$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 Anniversary
Food Trade
Tuesday, February 17 at Raleigh

The Singing Dolls

THE PROGRAM

Invocation: Referend Ray Shoulder
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
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.
There are over thirty good reasons to say “Cask” when you order wine.

Sauvignon □ Vin Rosé □ Burgundy
Sweet Red □ Port □ White Port □
Sauterne □ Sherry □ Pale Dry Sherry □
Kingsherry □ King Solomon Kosher
One □ 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,
D and Rosé, and many, many others.

They'll wear this label.

Cask
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.
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.
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.

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
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.

26156 GROESBECK HWY.    •    WARREN, MICH. 48089

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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)
- Moutex and Fils (Bordeaux, France)
- Manuel Toribio Sherries (Spain)
- Patriarche Pere & Fils (Burgundy, France)
- Ogier Chateauneuf du Pape (Rhone, France)
- Sartori Wines (Verona, Italy)
- Very good selection of Premier Grand Cru Wines of Bordeaux

Imported By:
H. J. VAN HOLLENBECK DIST. INC.

Local Distributors:
- Arbor Beverage
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- Dixon Dist.
- Don Lee Dist.
- Draves Dist.
- F & F Dist.
- Gordon Dist.
- Griffin & Templeton Dist.
- Hughes Dist.
- Arbor Beverage
- Ann Arbor
- Jackson
- Trenton
- Holland
- Flint
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- Bay City
- Traverse City
- Detroit
- Bad Axe
- Muskegon Heights
- Ann Arbor
- West Branch
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- Huron Dist.
- Kozak Dist.
- L & L Dist.
- Marchetti Dist.
- Northland Beverage
- petitprey Dist.
- Pike Dist.
- C. Riffel & Sons
- Robinette Dist.
- Scheppler Associates
- Superior Beverage
- Verderese Dist.
- H. J. Van Hollenbeck, Dist. Inc.

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(313) 852-6700
(616) 245-2712
(517) 489-9455
(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.

Conservely, 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 those 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.

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

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Franks Red Hot “ELZEST” B. B. Q. Sauce

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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
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- 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 organization: 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.

BETTER MADE POTATO CHIPS

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

10148 Gratiot Ave. 925-4774
AFD Member
SPECIALTY FOODS COMPANY IS NOW A PART OF PESCHKE.

SPECIALTY FOODS

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.

Peschke's for great eating.
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 northeastern half of the division, headquarters 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.
If your business isn't becoming to you

Then you should be coming to us.

ACTION!

ADVERTISING

YOUR BUSINESS COULD GET BETTER

WANTED
SALES REPRESENTATIVE

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- BUTTER and OLEO
- EGGS
- SPARE RIBS
- BEEF SIDES and CUTS
- FRESH LOCAL PORK
- LUNCHMEATS & SAUSAGES
- SMOKED HAM and BACON
- SALT PORK
- 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:
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125 W. Eight Mile Rd., Detroit, Michigan 48203
Now Continental Distributes and Services Food Packaging Systems.

**Stretch savings 5 ways with weldotron stretch wrapping**

**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 $1,200 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 5 3/4” 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; In 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

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Good Service
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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

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?
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

HUSSMANN

REFRIGERATION, INC.
HUSSMANN STORE EQUIPMENT DIVISION
PET

COMPLETE SALES AND SERVICE

12900 CAPITAL OAK PARK, MICHIGAN 48237 PHONE: (313) 398-3232
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?

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>Coffee</td>
<td>$5.59</td>
</tr>
<tr>
<td>Milk</td>
<td>$5.248</td>
</tr>
<tr>
<td>Sugar</td>
<td>$1.98</td>
</tr>
<tr>
<td>Hamburger</td>
<td>$2.98</td>
</tr>
</tbody>
</table>

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-
Advertising 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.
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

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 im-
proved 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
broken 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 traf-
fic 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 in-
proper or inadequate methods of
handling.

Thayer Re-elected
LCC Chmn.
Stanley G. Thayer of Ann Arbor
was reelected Chairman of the Michi-
gan Liquor Control Commission re-
cently 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 Com-
mmission was unanimous.

Mr. 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 Employ-
ment Security Commission Appeal
Board, was appointed Interim Suc-
cesor 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 Michi-
gan holding degrees from the Liter-
ary 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.


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.

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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.

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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 previous 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)
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 conversion – 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...
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)
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.
Synopsis of State's New Single Business Tax

BY MOE R. MILLER
Accountant and Tax Attorney

The single business tax act represents the fourth stage of business taxation in Michigan within the past 10 years.

The act is complicated, can be very costly and requires a great deal of study, the act is referred to as a privilege tax, and it applies "similarly", but not equally to all phases of business.

The new tax takes effect Jan. 1, 1976 and eliminates the following taxes:

1 — Corporation Income Tax — This tax will be discontinued as of January 1, 1976. A final return for calendar year and fiscal year corporations for the period ending December 31, 1975 must be filed which is due April 15, 1976.

2 — Property Tax on Inventory — Repealed as of December 31, 1975, and there will be no assessment on inventory as of that date. A property tax form still must be filed on furniture, fixtures and equipment as of December 31, 1975 due on February 20, 1976. and some municipalities due on February 1, 1976.

3 — Intangible Tax — Repealed as to corporations and businesses but not as to individuals, the effective date is January 1, 1976 and the final return for corporations and businesses will be due on April 15, 1976.

4 — Corporation Annual Report — The franchise fee and privilege tax due annually has been eliminated. The tax is repealed as of May 14, 1977 and the final return must be paid by May 15, 1976. Information returns plus a $10.00 fee must be filed and paid annually.

Note: The other 4 taxes eliminated are:
1) Financial Institution Income Tax, 2) Saving and (Continued on Page 68)
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
Bakeries

Archway Cookies ...............................................
Grocers Baking Co. (Oven-Fresh) ..............
Wonder Bread ..................................................
Farm Crest Bakeries .........................................
Calvert Distillers Co..........................................
Coca-Cola Bottling Company .....................
Cask Wines..............................................................
Home Juice Company.......................................
Leone Don Lee Distributor, Inc. .....................
Kozak Distributors, Inc. ................................
Mohawk Liqueur Corp. ................................
L & L Wine Company .....................................
Schenley Affiliated Brands .........................
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<td>46</td>
</tr>
<tr>
<td>Raleigh House, The</td>
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<tr>
<td>Seal-Ad Tape &amp; Label</td>
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<tr>
<td>Spartan Stores, Inc.</td>
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<tr>
<td>Squirt-Detroit Bottling Co.</td>
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<tr>
<td>Stroh Brewery Company</td>
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<tr>
<td>Super Food Services, Inc.</td>
<td>27</td>
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<tr>
<td>Superior Potato Chips</td>
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<tr>
<td>Top Value Enterprises</td>
<td>67</td>
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<tr>
<td>Twin Pines Farm Dairy</td>
<td>14</td>
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<tr>
<td>United Wholesale Grocery Co.</td>
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<tr>
<td>H. J. Van Hollenbeck Distrs.</td>
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<tr>
<td>Ward Foods</td>
<td>38</td>
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<tr>
<td>Warner Vineyards</td>
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<td>Wayne Oakland Bank</td>
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<tr>
<td>Wayne Soap Company</td>
<td>54</td>
</tr>
<tr>
<td>Ira Wilson &amp; Sons Dairy</td>
<td>25</td>
</tr>
</tbody>
</table>

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**American Revolution Bicentennial, 1776-1976**
36 Member Brokers with Real Know-How!

The Vital Link

DETROIT FOOD BROKERS ASSOCIATION

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During Your 60th Anniversary Year in 1976.
It is a pleasure doing business with you and your members.

—The Pepsi-Cola Company