



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

MARCH/APRIL, 1977



Jack Grifo, third from left, chairman of the AFD Task Force on Crime is shown presenting prizes in form of checks to James Savage of Squirt-Detroit and Ivan Ludington, Jr. of Ludington News, as a result of the successful raffle campaign. Looking on at left are Task Force Members Mike Simon, left, of Home Juice Co. and Robert Knox of the Teamsters Union,



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THE FOOD DEALER

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SUPPORTING the March of Dimes Superwalk are former Detroit Tiger great Charlie Gehringer, left to right, AFD's Ed Deeb, Great Scott Super Market's Nate Fink, and Detroit Lion star end Charlie Sanders, as they pose behind the MOD poster child

Ed Acho New AFD President

Ed Acho, owner of J-A Market, Detroit, and other markets, has been elected president of the Associated Food Dealer (AFD) for 1977.

The Food and beverage association today represents over 2,700 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.

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

Acho succeeds Phil Saverino of Phil's Quality Market, Detroit, the immediate past-president who was elected chairman of the board.

Ray Shoulders, of Shoulders' Markets, Detroit, was elected vice-president of trade relations, succeeding Jerry Yono.

William Welch, of Hollywood Super Markets, Troy, was elected vice-president of public relations.

Thomas Violante, of Holiday Food Center, Royal Oak, was elected vice-president of programs, succeeding Shoulders.

Moyed (Mike) Najor, of Star Lite Markets, Detroit, was elected treasurer, succeeding Violante.

The association also elected four new directors, who will serve a three-year term beginning in 1977. They are:

Stan Albus, of Stan's Market, Livonia; Anthony (Tony) Munaco, Mt. Elliot-Charlevoix Market, Detroit; Louis Vescio, Vescio Super Markets, Saginaw (and a past president), and Gary Wing, Fisher's Markets, Birmingham.

Five AFD directors were re-elected for a three-year term. They are Alex Bell, of Village Market, Groesse Pointe Farms; Michael Giancotti, Auburn Orchard Market, Utica; Donald LaRose, Keego Harbor; R. Jerry Przybylski, Jerry's Food Markets, Wyandotte; and John (Jay) Welch, Hollywood Super Markets, Troy. (Messrs. Bell, Giancotti, LaRose and Welch are all past-presidents of AFD.)

Installation of the officers and directors will take place Tuesday, March 22, 1977 at the Raleigh House, Southfield.

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Continued Success
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In 1775, an event took place that was scarcely noticed at the time.

by Peter Stroh

200 years ago, a man opened an inn and brew house in a small town in Germany.

I don't imagine that many people gave it a second thought at the time. After all, there were establishments like that one all over Germany and they were probably going in and out of business all the time.

But there must have been something special about this particular man and the particular beer that he brewed because it turned out to be

The beginning of a great family brewing tradition

—one that has lasted two hundred years and is still flourishing today.

The town was Kirn in the Rhineland-Palatinate section of Germany and the man was Johann Peter Stroh. He was my great, great, great-grandfather.

Recently, I went back to Kirn to find out more about my Stroh ancestors. I wanted to know what kind of people they had been.

Fortunately, the Germans are great record-keepers and the family roots were relatively easy to trace.

I found that the Strohs were one of the four oldest families in Kirn, going back all the way to the 1500s. They were originally shoemakers and then became bakers, innkeepers and brewers, passing these worthy trades down from generation to generation.

In 1850, Johann Peter Stroh's grandson opened a brewery in America.

Johann Peter Stroh had a son named Georg Friedrich who had a son named Johann Bernhard. When he was 28, Bernhard left home for a Ger-

man settlement in Brazil. However, he didn't care for it there and he headed for the States. He was actually going to Chicago, but he stopped off in Detroit when the steamer from Buffalo docked: he liked what he saw and decided to stay on.

He opened a small brewery in Detroit in 1850 with \$150 of capital. The story has survived in the family that he not only brewed the beer himself but delivered it by wheelbarrow as well.

Bernhard had learned the trade in the family brewery and, judging by the success he had in Detroit, he must have learned it well. His father had taught him what he had learned about the art of brewing from his father and much of this wisdom has been handed down for five generations of Strohs. (The Strohs not only have a way with beer, they also show a knack for having sons.)

Today, Stroh's Beer is still brewed by the same family.

Of the great breweries in America today, only one is family-owned and family-run. Stroh.

To the Stroh family, brewing is more than just a way of making money. It's something we were brought up to take personal pride in. When we put our name on the bottle or can, we feel we are putting our family's reputation on the line. We are immensely proud of that reputation and we guard it jealously.

The beer that bears our name is the best-tast-

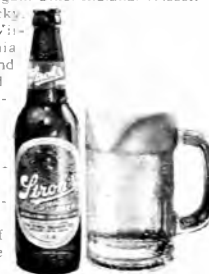


There are five Strohs who are involved in running the business today. From left to right: Uncle John, who is chairman, my brother Carl, Peter Stroh, president (that's me), my brother Eric, and my cousin, John Jr. The brewery is family-owned. We are responsible only to ourselves, our traditions, and our customers. We think it's a great way to run a brewery.

ing beer we know how to make, regardless of price. It doesn't try to be all things to all beer drinkers. It has character and integrity. It takes a stand. It is in every respect a beer for the real beer lover.

During the last six years, the sales of Stroh's beer have nearly doubled. Originally a regional midwestern beer, it is now sold in twelve beer-loving states: Michigan, Ohio, Indiana, Wisconsin, Illinois, Kentucky, Tennessee, West Virginia, Pennsylvania, New York, Maryland and Virginia. And has a growing national reputation for its extraordinary qualities.

I think that Johann Peter, my great, great, great-grandfather, would be mighty pleased if he knew what he had begun.



Stroh's

Family Brewers for 200 Years

ANNUAL PRESIDENT'S MESSAGE

AFD Focuses On Wide Range of Problems

By ED ACHO

This month, the Associated Food Dealers will mark our 61st anniversary.

As president of the AFD, I intend to continue the outstanding work we have accomplished in the past. With the Assistance of all of the officers, directors, past presidents and the AFD staff, we should continue the progress we have been making.

With the complex, mobile society we live in today, running a grocery store, beverage store or supermarket is not as simple as it used to be.

The consumer is not content anymore with an average, run-of-the-mill store. She is much more sophisticated and cosmopolitan and is making legitimate demands for the finest products at the most reasonable prices.

She expects high sanitation standards, cleanliness with neatly stacked shelves and a warm, friendly atmosphere to help her comfortably make her shopping choices. And rightly so.

Over the years, AFD has taken a leadership position in helping food dealers satisfy the needs of the consumer. We will continue to do all we can to move ahead in this direction.

Now, more than ever, the time is ripe for all of us in our industry — retailers, wholesalers, manufacturers, brokers, etc. — to band together to help get the job done — not only for consumers, but for our industry as well.

You can be assured the AFD will continue to represent fairly yet firmly all segments of our industry to assure justice and fair play.

The problems we have encountered over the years proves the value and worth of a strong association, united to accomplish things for all of our benefit. I do not need to remind you that when one "goes it alone," you get lost in the wilderness.

I have heard on many occasions that the AFD is one of the finest food industry state trade associations in the nation. As your president, I will do everything humanly possible to continue in this fine tradition.



It's nice when people know your name.

According to a recent study of well-known national trademarks by Public Relations Journal, Elsie was the most widely recognized. Over 93% of the people questioned identified Elsie with Borden.

For forty years, people have associated Elsie with Borden quality. She represents the flavor, freshness and value we've built our name on. And we're proud of the fact that she's so well-known.

If it's Borden, it's got to be good.





EDWARD DEEB

OFF THE DEEB END

The PBB Dilemma

The sad part about the PBB controversy and dilemma in Michigan is that everyone has ended up the loser.

Government has been criticized for its failure to act sooner. Farmers have ended up losing herds of cattle and millions of dollars to boot. Beef Producers and retailers have felt the suspicions of consumers through reduced beef sales. And consumers have appeared to lose faith in the wholesomeness and goodness of beef, which may well prove to be unfounded.

Even though some 85 percent of the beef sold in Michigan food stores is imported to the state from places as Iowa, Missouri, Nebraska, Colorado and Texas, confusion lingers as to whether or not local packers and retailers are selling beef containing PBB.

Many stores, in an effort to maintain their beef sales, have resorted to placing signs and placards on store windows and behind the meat counters notifying consumers that "our beef is from Iowa" or wherever.

Even sadder, various food chains and independents have run ads implying their stores are the only ones selling so-called western beef. The end result is consumers have lost faith and retailers are giving each other black-eyes.

The news media, which normally handles food industry issues thoroughly and fairly, have not helped shed much light on the PBB issue, particularly the electronic media. Some of the stories carried on local television stations have only further confused consumers.

Meanwhile, the court trial currently going on in Cadillac involving a Falmouth farmer who has filed a \$1 million suit against the Farm Bureau Services, simply causes the problem of PBB, the doubts and suspicions to linger.

The State Legislature, working with the Governor, must together work out a plan to once and for all resolve the PBB issue, and help once again restore consumer, farmer and industry confidence.



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



Close harmony



Gordy Ryan

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

if only we keep an ear open to each other.

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

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

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

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

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

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

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

Gordy Ryan

V.P., Trade Policy and Relations

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Food Manufacturers Increasing Vigilance On Coupon Cheating

Food Manufacturers, long outraged over flagrant coupon misredemption, have begun increasing audits of both small and large supermarkets and coupon clearing houses, in an effort to reduce the mishandling rate. Within the past month, four members of the Pennsylvania Food Merchants Association were expelled from the organization, according to Supermarket News, and their memberships cancelled and all affiliations terminated because of obvious coupon mishandling. The Maryland Food Dealer Assn. reported that many large food manufacturers — particularly General Foods, Ralston Purina and Quaker Oats — had increased their schedule of supermarket and clearing house audits by as much as 25 percent.

Whenever a manufacturer makes a determination that a certain retailer repeatedly misredeems, that manufacturer no longer will accept coupons from the operator. Until the rejection is released, the state grocers' association, through whose clearing house the store has processed the challenged batches, may also turn away all coupons from the

operator, and even withhold payments to both the clearing house and retailer, thus delaying ultimate payment by weeks. The Maryland association deals with retailers submitting questionable quantities of coupons by charging the store 10 cents for each such coupon submitted.

Although the companies have chosen to remain anonymous, the Associated Food Dealers has learned that an extensive investigation of coupons, stores and clearing houses is being planned for sometime in 1977 in Detroit and Michigan.

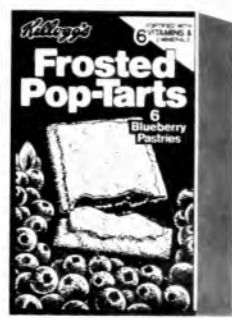
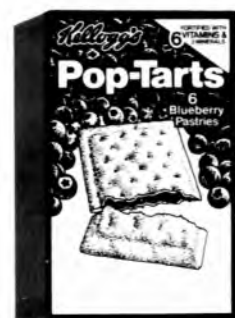
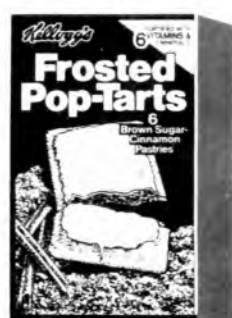
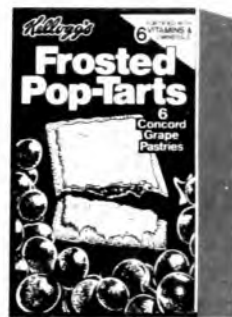
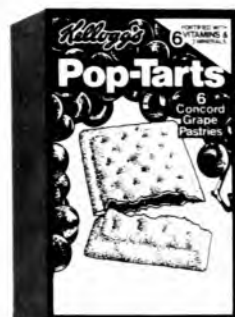
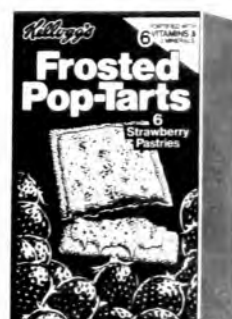
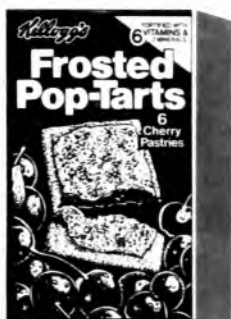
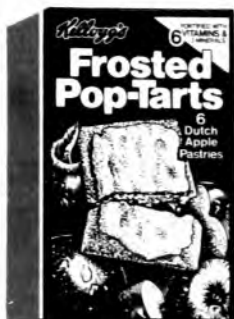
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- **Delicious Fillings**—made with real fruit, or chocolate fudge, chocolate-vanilla cream or brown sugar-cinnamon.
- **Tasty Pastry Crusts**—they are sealed to stay fresh without refrigeration.
- **National Advertising**—the only toaster pastry with network TV and Sunday supplement support.

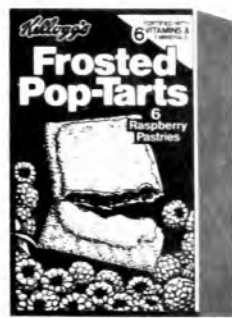
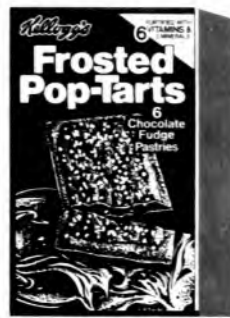
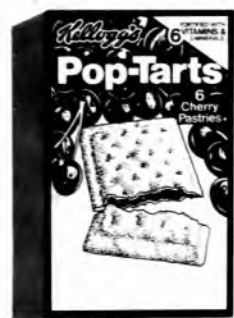
Your Kellogg Representative can show you how to make your toaster pastry section even more profitable. Ask him for details.

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AFD Calls on Stores To Reduce Opening Hours

In an attempt to help make a genuine impact on energy savings, especially in light of the severe winter Michigan recently experienced, the Associated Food Dealers board passed a resolution calling on all food dealers and supermarkets operators to limit store opening hours to 12 hours daily or consider closing one full day per week.

The AFD urged all food stores to take whatever steps possible to follow the recent guidelines announced by Michigan Gov. Milliken and President Carter.

Although the board's resolution was a good-faith effort to help our state and nation conserve energy, it was aware that it may not be possible for all stores to cut opening hours for competitive reasons, but hoped all store operators would make an effort.

The AFD also stated it would support or abide by any directive issued by the State of Michigan or the federal government calling for specific energy-saving guidelines for all types of retail establishments.

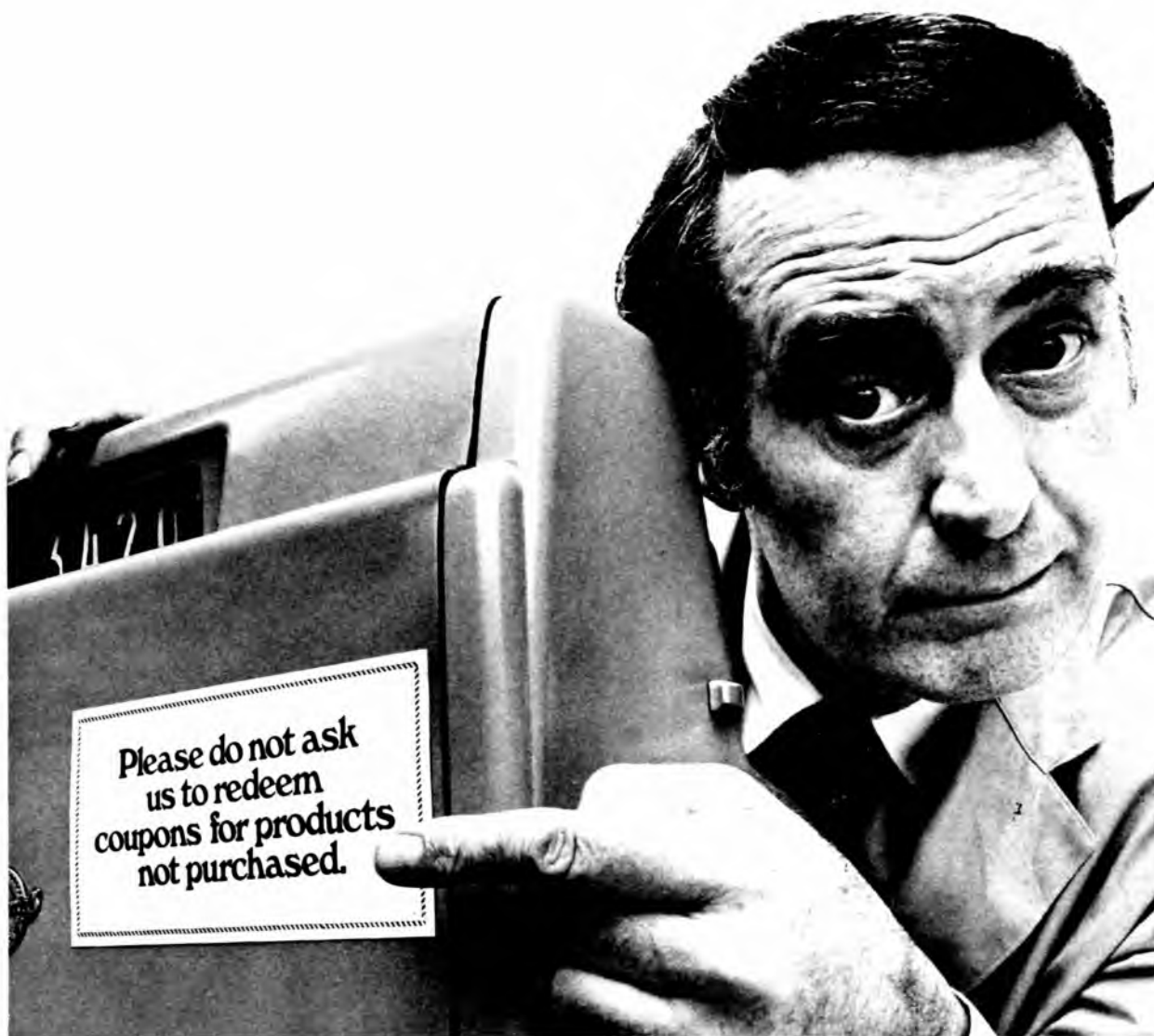
In a random informal survey by the AFD staff, it showed that an average 8,500 square-foot store uses 73,750 electric kilowatt hours per month. This same average store uses 43,450 cubic feet of natural gas per month during the summer, and 353,500 cubic feet of natural gas per month during the winter.

USDA Begins Crackdown On Fraudulent Food Stamps

The U. S. Agriculture Department has launched a crackdown on stores that permit their customers to use food stamps for ineligible items. In what officials hope will make for more effective enforcement of regulations, USDA will open seven area offices to handle most of the monitoring for the program's new compliance branch.

"When stores sell ineligible items," said Nancy Snyder, food stamp program director, "they constitute a threat to the integrity of the program. While we are making an effort to establish a more tightly monitored program through this branch, even one violation can affect a community."

Last year, 685 outlets were disqualified from the program, basically because they had allowed customers to use stamps to buy non-food items, such as soap, pet food, tobacco and liquor. Criminal prosecutions were brought against 175 outlets last year, many involving incidents in which retailers had redeemed more than \$100 in food coupons for cash.



This little sign can save you trouble and money.

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

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

your coupons unless they purchase your products.

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

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

Announcement from General Foods

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

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





OPERATION FOOD BASKET — Members of the Detroit Association of Grocery manufacturers' Representatives (DAGMR) contributed over 612 cases of food products and related items for aiding needy people through the Salvation Army during Christmas time. In addition,

DAGMR members and friends donated over 400 loaves of bread and \$850 in cash. Pictured above, left to right, during drop shipment, are James Jackson, Larry Kozel (DAGMR officers), Maj. Ken Stange of the Salvation Army, Fred Falle, Bert Cohen, Carl Leonhard and Gene Pearce.

Congratulations and Best Wishes

to the Associated Food Dealers
ON YOUR 61st BIRTHDAY!



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AFD MEMBER

THE DELI SURGE

Del-i-ca-tes-sen 1 ready-to-eat food products (as cooked meats and prepared salads); 2: a store where delicatessen are sold.

According to Webster, the above is a definition of what is becoming one of the most explosive area in today's supermarkets and grocery stores — the deli. This translates into more income, thus higher profits, for modern retailer.

Why this recent surge? There are a number of factors involved, some of which rate higher than others. Still, the evidence points to a heavy consumer flow in the direction of supermarket delicatessens.


One of the major advantages for today's deli is the convenience factor. With the advent of modern technology and the reality of "the good life" for the vast majority of Americans, conventional methods of preparing foods often provide tedious and time-consuming hassles. The seventies' younger families, in their late twenties and early thirties, experienced an abundance of goods after World War Two, and are therefore more inclined to time-saving convenience items. The housewife of this family is more often than not employed outside the home in a career of her own, and is willing to purchase items through her supermarket deli that will eliminate the traditional rigors of cooking.

A second factor in this supermarket surge toward delicatessens is the retailer's overall move in the direction of complete food service operations. Outside of regular items which food dealers have offered to the foods remained as the next logical step. Now this step has been taken, and it has obviously paid off.

According to a recent survey of service deli operations by the A.C. Nielson Company, Armour Foods and the Super Market Institute, those operations in 17 percent of the supermarkets in the nation account for 29 percent of America's grocery business. This impressive percentage has led to predictions that by 1980, over one half of the supermarkets in the United States will be offering deli-prepared foods, in a specialized market that will bring in over three billion dollars.

The Nielson survey also revealed that the overwhelming majority of shoppers had high praise for the service in supermarket delis. 86.2 percent of all shoppers surveyed gave their delis ratings of either excellent or good, while 9.3 percent gave them a fair rating, and 1.8 percent said that the service was either poor or that they were unsure.

(Continued on Page 20)



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's
tasty fresh nuts

Salted
MIXED NUTS
40 PEANUTS

Kar's
tasty fresh nuts

Salted
SPANISH PEANUTS

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Stores, Beverage Firms Study Transition to 'Returnables'

Ever since last November's elections, food stores and beverage companies have pondered the transition to handling beverage containers from a one-way to a returnables system.

Various companies and trade associations, including the Associated Food Dealers, are studying various practical and legislative proposals to provide relief and possible tax credits for the additional costs and burdens to return to the "returnable" system.

Recently several soft drink companies and retailers have sent management teams to the State of Oregon to study how retailers, bottlers and brewers have coped with the returnable bottles there.

On one of the trips with the Pepsi-Cola Company, AFD executive director Ed Deeb reported the following:

Originally, all retailers in Oregon had banned cans because the cost for deposits were more than for bottles. Last year however, cans made a big comeback and increased sales some 15 percent. Retailers in Oregon are now actively promoting cans due to the efficient handling system utilizing plastic rubbish bags, in a tall square container at the front of the store.

Also, when retailers began complying with the Oregon returnable container ordinance, it was learned that retail margins were increased three to four percent to permit extra costs for handling and storing the containers which was not enough. Sizes of various soft drinks were reduced to two or three, and slow movers discontinued.

There were very little problems experienced with beer, since most companies utilized a standard container.

Space adjacent to the check-out stands were created to temporarily store bottles up-front where credit slips are given to customers. Later, an employee carts the empties to the storage area or back room of the store.

Finally, those stores with unions, negotiated a new position so students could be hired at the federal minimum wage, and so positions would not conflict with regular union positions and rates, in Oregon.

It is expected similar steps will be taken in Michigan when the law requiring returnable containers takes effect in November, 1978.

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**LOWER PRICES
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GROUP PURCHASING**

THE DELI SURGE

(Continued from Page 17)

Asked as to what they liked most about their delis, those consumers replying to the survey rated convenience and speed as the number one factor, while good service came in second. Other reasons cited for deli appeal including fresh items, quality food, wide variety, cleanliness and proper amounts of food.

Some consumers did note that delicatessens could be helped by possible changes. Among those responding to this question, 48.7 percent said that no changes were needed in supermarket delis, while 14.8 percent called for more help for faster service, 11.6 percent stressed more variety, and 11.0 percent urged lower prices.

Many stores both large and small in Michigan now offer delicatessen services.

The cost of a deli department will vary between \$15,000 and \$25,000, and this is still dependent on the size, equipment and number of items available. The potential of each store's deli is left entirely up to the retailer's foresight, since delis vary greatly from store to store according to the types of goods and services offered.

Retailers may wish to consider the national trends when stocking a deli. According to one survey, the leading deli products are now ham, prepared chicken, potato salad, American-Swiss cheese, franks, flavored gelatins, rice pudding, Kosher dills, Kosher and Italian ethnic items, and special pastry goods.

All in all, recent statistics note that the nation is moving more toward fast foods and readily-prepared items, and that the delicatessen is the supermarkets answer to this new consumer demand.

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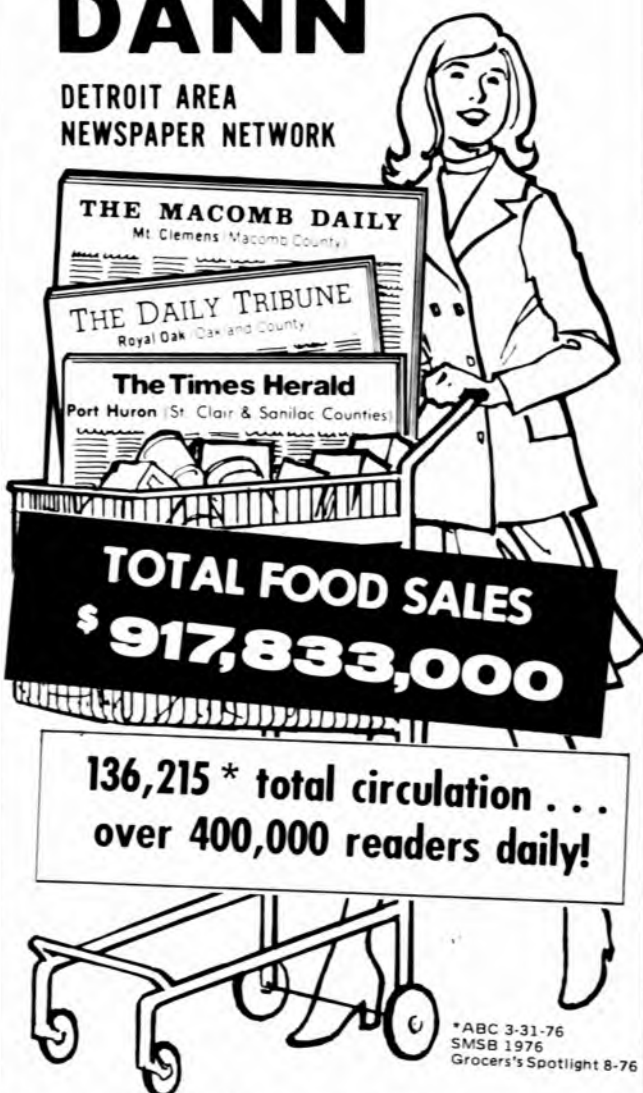
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Vic Wertz Constructing Beer Distribution Center

Victor Wertz, president of the Vic Wertz Distributing Company and former 16-year American League first baseman, has begun construction of a \$1.3 million headquarters and transportation center three miles north of Mount Clemens.

The 55,000-square foot complex will occupy a 10-acre site purchased from Grand Trunk Western Railroad on Hall Road between Gratiot and Groesbeck Highway. Klaetke and Marino is the architectural firm and the contractor is Anthony Battaglia of Harper Woods.

All of the present Wertz operations will be relocated and consolidated at this center in the spring of 1977. Wertz said the move to expand quarters will not affect his company's 42 employees. In fact, his future plans allow for a 100-per cent expansion at the new Clinton Township site.

The Vic Wertz Distributing Company is the first owner-occupant on the 52-acre block of land developed by Grand Trunk Western Railroad as an industrial park with easy rail transportation accessibility. Clinton Township officials and railroad executives are optimistic that the remaining 42 acres now available will be developed by other companies by 1980.

CONGRATULATIONS

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1977

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Thomas Violante
Holiday Food Center
Vice-President, Programs



Moyed Najor
Publix Super Market
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.



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Sam Abbo
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Food Castle Market

PHOTOS NOT AVAILABLE:

Neil Bell Village Food Market	Louis Boji State Fair Market	Thomas George T-J Food Center
Jacob Grant Farmer Grant's Markets	Edward Jonna Trade Winds Party Shoppes	Tony Munaco Mt. Elliott - Charlevoix Market
	William Thomas Joy's Safeway Market	

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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.

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Pepsi-Cola Company

Cocktail Hour Snacks:

Borden Company

Frito-Lay, Inc.

Kar-Nut Products Company

Kraft Foods

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Tuesday, May 22



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2, at Raleigh House, Southfield



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THE PROGRAM

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ward Deeb, AFD Executive Director

mes Jackson, President, DAGMR

Ed Acho, AFD President

orge N. Bashara, Jr., State Appeals Court

SPECIAL PRESENTATIONS

Installation: Judge Bashara

G ORCHESTRA'S FIRST INTERMISSION

Memo from Faygo

BY MORTON FEIGENSON
president



Ron Kassab and George Najor: they're neighborhood grocers, good ones. Very good ones.

On Detroit's eastside, at 9911 East Jefferson to be exact, they've taken a store location that was abandoned by a major chain as "no longer suitable for profitable operation," and in just a year have converted it into a solid success.

The success is Food Express Market, representative of all Kassab and Najor believe a neighborhood grocery ought to be and now doing more than double the volumes others were ever able to do at the same location.

"What brings shoppers to this store and keeps them coming," said Kassab, "is our knowledge of how to layout and stock the store to meet the particular needs of the neighborhood around it."



RON KASSAB, PARTNER (WITH GEORGE NAJOR) IN THE OWNERSHIP AND OPERATION OF FOOD EXPRESS MARKET ON DETROIT'S EASTSIDE.

"Take pop, for example," said Kassab. "In this store, Faygo is promoted more than any other line. We predetermined that Faygo was preferred in our area and that determination turned out to be more than right."

Food Express Market gets its Faygo from Grosse Pointe Quality Food Co. Kassab said this wholesaler's service is excellent, that deliveries are always on time, and added:

"Faygo is easily our best selling line. Coke, Pepsi, Seven-Up and Vernor's are runners-up in that order. A third of our beverage section is stocked with Faygo and we handle it in five types of packaging."

"Faygo's also," he said, "our most profitable line even though we share with our customers part of the bigger margins we can work with on Faygo."

Food Express Market is not a first experience in store ownership for either Kassab or Najor, long time friends and now partners.

Kassab previously owned and operated his own small grocery at Ivanhoe and Ironwood in Detroit for nine years; Najor for 12 years did the same not too far away at Collingwood and Yosemite.

Meantime, both developed feverish desires to own and operate much bigger stores. Kassab's was for one "at least four times bigger." In April, 1975, while driving by what is now the site of Food Express Market, both saw what they wanted.

Recalls Kassab:

"We put up a deposit to buy the building and property that same day. Then we went to work installing new fixtures and a new ceiling treatment. I don't know how we did it but we were ready to open on July 18th."

"People still come in and tell us how glad they are to have this store."

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FOOD BROKERS

Peterson & Vaughan, Inc., an AFD member, has relocated to new quarters at 23925 Industrial Park Dr., Farmington, Mich. 48024, according to an announcement by **Gene Peterson**, president. The new phone is 478-6800.

William Bennett, former AFD president, and former general manager of **Quik-Pik Stores**, has formed a new company with two other partners, called **Management/Marketing Associates** in Atlanta, Ga. He also sends his regards to his former colleagues here in Michigan.

Forest L. Bryson has been promoted to route supervisor of Faygo Beverages' route sales department according to an announcement by Morton Feigenson president. Bryson attended the University of Detroit where he had majored in history.

Fred Falle was recently appointed sales manager of the Detroit branch for **Bob Jones Company**, Grand Rapids-based food brokerage. He will be responsible for all sales activities out of the Detroit office.

Dr. Gilbert Leveille, chairman of **Michigan State University's** food science and human nutrition department, was recently appointed chairman for two years of the Food and Nutrition Board of the National Academy of Science's National Research Council.

Charles J. Scimeca was recently appointed manager of the Michigan sales region of **Peter Eckrich and Sons, Inc.**, an AFD member, it was announced by the luncheon meat company. Scimeca fills the position recently vacated by **Elwin Eggleston** on his retirement after 34 years with the firm.

The Stroh Brewery Company has named Douglas R. Babcock general manager of brewing, packaging and feeds, a newly-created position, according to an announcement made by Daniel M. Fraser, senior vice-president.

AFD MEMBER

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AWARD WINNERS — The recipients of the 1976 Distinguished Service Awards presented by the Associated Food Dealers are pictured above. From left, are Francis Krinock of Kar-Nut Products; Joseph Wisniewski, Liquor Control Commissioner; Mrs. Diane Place, Food and Drug Administration consumer specialist; Edward Deeb, AFD executive director; Glenn Haut, Spartan Stores; Peter Stroh, president of The Stroh Brewery Co. (Man of the Year); Phil Saverino, AFD president; Abram Cherry, Sky-Pac Enterprises; Ronald Shirley, General Mills; Karel Bueckelaere, Acme Food Brokerage; and Andy Lorincz, International Wine & Liquor Co.

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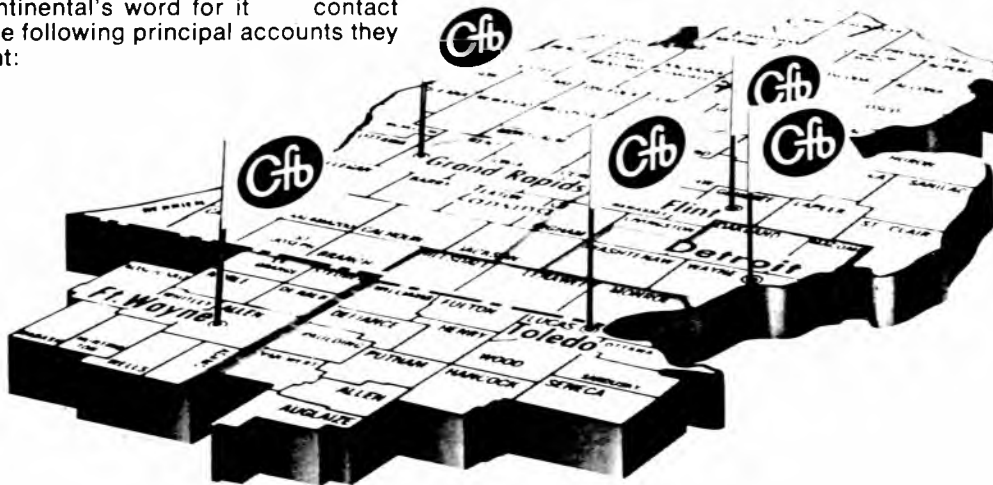
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Continental Food Brokers have earned an enviable reputation for service to important retailers, wholesalers and institutional accounts in the vital Michigan and border states market. This reputation stems from a dedication to service to the needs of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

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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.

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Hey Miller drinkers... what makes a premium beer a premium beer?



Miller: You can tell by taste.

Black Label: And that's precisely the way to tell that I'm a premium beer.

Miller: My premium taste comes from quality ingredients.

Black Label: Mine, too.

Miller: The ingredients make me distinctive.

Black Label: Same here.

Miller: Yes, but Black Label doesn't cost as much as Miller.

Black Label: Right. What makes a premium beer a premium beer is the beer...not the price.



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DFBA Elects Harry Mayers Pres.

Harry Mayers, president of Harry Mayers Associates food brokerage, has been elected president of the Detroit Food Brokers Association for 1977. Others elected to office: Keil of George Keil Associates, vice-president; Art Elkin, McMahon & McDonald, Inc., treasurer; and Tom Pepler, Peterson & Vaughan, Inc., secretary.

The AFD extends its congratulations to the DFBA officers, and offers whatever assistance we can give in the name of inter-industry cooperation, as usual.



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.

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

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Justice Dept. Asks Repeal Of Robinson-Patman Act

A major study of the U.S. Justice Department released recently, concluded that the Robinson-Patman Act is an ineffective, counter-productive piece of legislation whose "real effects as an economic regulatory statute are, on balance, more costly than beneficial to society."

The 320-page report found that "by discouraging bargaining on the part of the buyers, Robinson-

Patman decreases the possibility that a retailer will receive a lower price, pass it on to the consumer, and thus initiate a competitive struggle in the retail sector, which will ultimately result in more efficient operation and lower prices for the consumer."

Specifically the report said, "the probable effect of the Act is to raise retail prices in affected sectors by 0.5 percent," which, given total retail sales of about \$600 billion, puts the cost of the law at about \$3 Billion a year.

'MOB' Leans on New York Bandits, Cuts Repeater Crimes

A crime strike force sharply reduced supermarket robberies in its area by getting speedy trials and heavy jail terms for repeat offenders, a government report said last week. The strike force, known as the Major Offense Bureau, or "MOB," cut the number of supermarket holdups in its area of the Bronx in New York City from 30 a month to less than five a month, the Law Enforcement Assistance Administration reported.

Working out of the Bronx County district attorney's office, the MOB focused on specific types of crimes likely to be the work of a small group of repeat offenders. The report said such cases were given priority until they were disposed of. "The target is the career criminal who heretofore had manipulated the system," the report said. The selected cases took an average of 97 days to dispose of, the report said, compared with 400 days for the office's other cases. The report described the MOB as a "fast track for more serious offenses and the recidivist (repeat) offenders."

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THE TAX LAWS

Knowing About Theft, Casualty Losses

Natural disasters, accidents, thefts, and other casualty losses can strike any of us at any time. And when they do, they always leave problems and inconvenience in their wake, not the least of which are the headaches of trying to replace what may be a sizable financial loss.

For casualties not covered by insurance, the Federal Government gives you a helping hand by allowing you to deduct some of your losses at income tax time.

If the loss is to a business property, the full amount of the loss can be deducted on your tax return. Personal property, however, is subject to a \$100 deductible provision, much the same as the deductible clause in many an automobile insurance policy.

Here's an example of how the deduction might work: You own a small business and a home in the same town. A flood ruins everything, your \$60,000 business and your \$40,000 home. A real nightmare, but between the insurance proceeds and the tax breaks you would be able to get a new start for yourself.

Let's say your insurance pays \$55,000 for the business and \$39,000 for your home. You could deduct the \$5,000 difference between the value of your business and the amount you were reimbursed. And you would be able to deduct \$900 more for the loss sustained on your home. Why only \$900 on the home instead of the full \$1,000 difference? Remember, personal losses are subject to a \$100 deductible.

Here's still another example to illustrate the \$100 limitation provision. Repairs to your car following an accident cost \$1500. You have \$50 deductible insurance and your insurance company pays you \$1450 for the damage. You could not deduct the \$50 difference between the cost of the repairs and the amount the insurance company reimbursed you because the loss to you is only \$50, which is less than the \$100 limitation of the tax law.

As a general rule, casualty losses are deductible if the damage is caused by a sudden, unexpected event. So, besides tornadoes, hurricanes, floods, and other major disasters, damage caused by vandalism, shipwrecks, and even sonic booms is usually deductible.

Theft losses are deductible if you can prove something was actually stolen, rather than just misplaced, again subject to the \$100 limitation.

What is *not* deductible is when the old water heater in the basement bursts after years and years of service. While the event would certainly be sudden and

dramatic, it could not be considered truly "unexpected." Progressive deterioration would probably be the cause of the mis-

hap. So, you would not be entitled to a deduction on your tax return for the water heater.

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CANADA DRY MIXERS

AFD Blue Cross Rates Going Down \$65 Month Average

Following a year-long series of meetings on Blue Cross—Blue Shield rates, the Associated Food Dealers reached an agreeable pact concerning rates of those enrolled in the AFD group hospitalization program. The rates on the average will be reduced about \$65 per month. More details will accompany the joint an-

nouncement soon from Blue Cross—Blue Shield and AFD.

The AFD feels this is a real breakthrough for AFD members, and showed good-faith concern from the officials at Blue Cross—Blue Shield.

A general increase of at least 17 percent or more will be experienced by other groups with Blue Cross—Blue Shield beginning in June of this year.

Federal Crime Insurance Available For Businesses

If your store or company has found insurance against burglaries or robberies either unavailable or too expensive, you should investigate a program sponsored by the Dept. of Housing & Urban Development's (HUD) Federal Insurance Administration (FIA).

The insurance is available in 19 states where FIA has determined that policies are too scarce or too costly. The insurance covers losses up to \$15,000 and policies won't be cancelled because of frequent claims. Cost of the coverage depends on business location and income. For more information, contact your local HUD-FIA office.

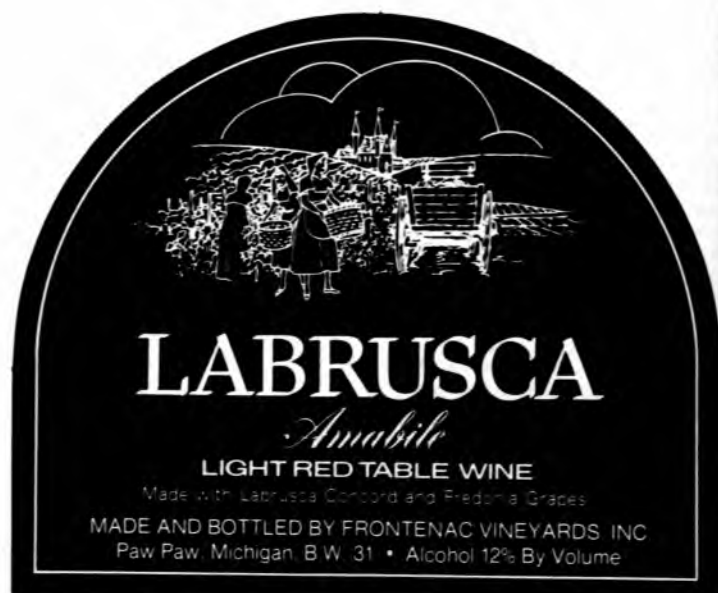
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U-M Says Drug Use Declining

Despite a somewhat liberal view of marijuana, the great majority of young people disapprove of other illicit drugs, says a team of University of Michigan researchers. Two-thirds of all high school seniors have never used such "hard" drugs, and one-third of those who did, have experimented only once or twice

with them, says the report.

"A majority of youth remain fundamentally conservative about illicit drugs other than marijuana," says the report, noting that 90 percent disapprove of even trying heroin or LSD and 80 percent disapprove of trying barbiturates or amphetamines. "The majority of high school

seniors also believe that users — particularly regular users — run a substantial risk of harming themselves."

With police statistics reporting that a majority of crimes are drug-related, the report could forecast future crime reductions related to drugs.

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State Legislature Poses Consumer Protection Act

The State Legislature recently passed The Consumer Protection Act designed to give consumers legal clout in dealing with those who don't tell the whole truth in selling products or services. The law already is being hailed by consumers advocates as the most important consumer legislature ever enacted in Michigan. The new law takes effect next April, 1977 and marks the first time that consumers and law enforcement officials have practical means of dealing with an array of deceptive practices that have victimized people at some time or another.

The law generally defines deceptive trade practices as any misleading action by a seller. (For example, a store that advertises a special, and then only stocks a very small quantity of that item, is in violation of the new law.) It allows consumers, as well as county prosecutors and the Michigan attorney general, to take alleged violators to court. It also gives law enforcement officials subpoena powers to investigate alleged violations. That's a first in Michigan consumer law.

Under the law, county prosecutors and the attorney general have the right to negotiate a settlement with a merchant instead of bringing a case to court. The settlement can include damages to be paid to consumers who were harmed by the deceptive practice and agreement not to continue such practices. If no agreement can be reached, law enforcement officials or private citizens can seek court injunctions barring the deceptive practices.

Under the new law, it provides that if consumers can provide wrongdoing, a minimum of \$250 in

damages would be paid even if the economic harm is much less. Repeated and knowing violations of such an injunction can result in fines up to \$25,000 and an order to permanently cease business in Michigan. One of the prime lobbyists for the new law was Public Interest Research Group in Michigan (PIRGIM).

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Associations-More Than Meets The Eye

In many ways, an association resembles an iceberg because the part that shows is smaller than the rest. But it's even more like a tree whose root structure does such an important job, and without which the mighty oak or elm would topple over and die.

Every tree we see is like the "visible" part of an organization—its publications, special reports, conventions and meetings, external public relations, etc. Some can be compared to the branches, foliage and needles, others to berries, nuts and fruit.

But down below, out of sight, are some of the most important works. The roots on which the visible association depends includes the committees and staff. They nourish the organization with ideas and energy to keep it blooming. Continually reaching, they insure growth to the rest.

Many vital services are performed which members and public seldom see. Planning, detail operation, contracts with agencies, legislation, consultation and advising, cooperation with other organizations, reams of correspondence—almost all take place without attracting much attention.

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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.



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 Mario's Food Products 843-6173
 Morton Salt Company 372-9100
 Prince Macaroni of Michigan 477-5805
 Ralston Purina Company 921-2500
 Red Pelican Food Products, Inc. 921-2053
 Schmidt Noodle Company 868-5810
 Shedd-Bartush Foods, Inc. 937-0600
 Velvet Food Products

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) (1) 239-3179
 Frederick Packing Company 832-6080
 Glendale Foods 962-5973
 Guzzardo Wholesale Meats, Inc. 321-1703
 Hartig Meats 832-2080
 Herrud & Company (616) 456-7235
 Hygrade Food Products 464-2400
 Kowalski Sausage Company, Inc. 873-8200
 L-K-L Packing Company 833-1590
 Peet Packing Co. (Ypsilanti) 274-3132
 Peschke Sausage Company 368-3310
 Peter Eckrich & Sons, Inc. 937-2266
 Popp's Packing Company 365-8020
 Primeat Packing Company 237-0087
 Regal Packing Company 875-6777
 Ruoff, Eugene Company 963-2430
 Van Dyke Steak Company 875-0766
 Weeks & Sons (Richmond) 727-2525
 Winter Sausage Manufacturers 777-9080
 Wolverine Packing Company 965-0153

MEDIA

The Daily Tribune, Royal Oak 541-3000
 Detroit Area Newspaper Network 356-3480

Detroit Free Press 222-6400
 The Detroit News 222-2000
 Landon Associates 356-3480
 The Macomb Daily 463-1501
 The Oakland Press 332-8181
 Port Huron Times Herald (1) 985-7171
 WJBK-TV 557-9000
 WWT AM-FM-TV 222-2588

NON-FOOD DISTRIBUTORS

Arkin Distributing Company 349-9300
 Cleanway Products, Inc. 341-4363
 Continental Paper & Supply Company 894-6300
 Household Products, Inc. 682-1400
 Items Galore 939-7910
 Kathawa Imports 894-8288
 The Krolic Corporation 883-3340
 Ludington News Company 925-7600
 Society 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 541-7870
 Krun-Chee Potato Chips 341-1010
 Superior Potato Chips 834-0800

PROMOTION

Action Adv. Dist. & Mailing Company 964-4600
 Bowlius Display Company (signs) 278-6288
 Najjar's Distributing Co. 368-7544
 Nu-Ad, Inc. 898-1543
 Sperry & Hutchinson Company (616) 534-0322
 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 Co. 965-1295
 Comp-U-Check 358-3090
 Consumers Money Order Corp. 388-8969
 Detroit Warehouse Company 491-1500
 Gulliver's Travel Agency 963-3261
 Identiseal of Detroit 526-9800
 Keene Pittsburgh-Erie Saw 835-0913

SPICES AND EXTRACTS

Frank Foods, Inc. 833-8500
 Rafal Spice Company 962-6473

STORE SUPPLIES AND EQUIPMENT

Almor Corporation 539-0650
 Belmont Paper & Bag Co. 491-6550
 Custom Metal Enclosures 545-0900
 Hussmann Refrigeration, Inc. 398-3232
 Globe Slicing Company (Biro) 545-1855
 Great Lakes Cash Register, Inc. 383-3523
 Hobart Corporation 542-5938
 Julian Equipment Company 478-9020
 Lepire Paper & Twine Company 921-2834
 Liberty Paper & Bag Company 921-3400
 Merchants Cash Register Co. 531-3808
 Midwest Refrigeration Company 566-6341
 Multi Refrigeration Inc. 399-3100
 Pappas Cutlery & Grinding 965-3872
 Square Deal Heating & Cooling 921-2345

TOBACCO DISTRIBUTORS

Fontana Brothers, Inc. 897-4000

WAREHOUSES

Detroit Warehouse Company 491-1500

WHOLESALE

FOOD DISTRIBUTORS

American Candy & Hosiery, Inc. 366-5430
 Cenral Grocery Company 235-0605
 Continental Paper & Supply Company 894-6300
 Grosse Pointe Quality Foods 871-4000
 Hesano & Sons 864-6622
 Kaplan's Wholesale Food Service 961-6561
 M & B Distributing Co. (1) 239-7689
 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. (517) 823-8421
 United Wholesale Grocery Co. (616) 534-5438
 Abner A. Wolf, Inc. 525-7000

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Otsego, Michigan 49078

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Pizza

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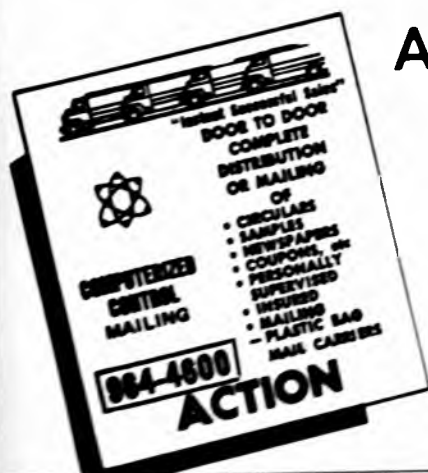
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