

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

MARCH/APRIL, 1978



**"Every cloud
has a silver lining"**

The **U.S. open**



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JERRY YONO, Vice-President
J. A. Y. and Son Mkt.
THOMAS VIOLANTE, Vice-President
Holiday Food Center
MOYED NAJOR, Vice-President
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Verbrugge's Market
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Chatham Super Markets

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THE FOOD DEALER

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FOLLOWING A FIRE and after repeated requests by area citizens, the Bel Air Super Market in Highland Park was completely re-built and now fully operating. At the recent grand opening ceremony, Highland Park Mayor Jesse Miller and Mrs. Miller, center, take time to visit with co-owners Jerry Semaan, left, and Tony Semaan, right.



the food people!

**No. 1
IN MIDWEST
FOOD
DISTRIBUTION**

SPARTAN STORES INC.
GRAND RAPIDS - PLYMOUTH

Ray Shoulders New AFD President

Ray Shoulders, owner of Shoulders' Markets, Detroit, has been elected president of the Associated Food Dealers (AFD) for 1978.

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.

Jerry Yono of J. A. Y. and Son Market, Detroit, is the new vice-president of trade relations. Thomas Violante of Holiday Food Center, Royal Oak, is vice-president of government relations. Moyed (Mike) Najor of Star Lite Markets, Detroit, is vice-president of programs.

Anthony (Tony) Munaco of Mt. Elliot-Charlevoix Market, Detroit, was elected treasurer.

The association membership elected nine persons to serve a three-year term ending in 1980. They are: Larry Joseph, Market Square, Birmingham; Harvey Weisberg, Chatham Super Markets, Warren; Phil Saverino, Phil's Quality Market, Detroit; Lafayette Allen, Jr., Allen's Super Markets, Ferndale; Sidney Brent, Kenilworth Market, Detroit; Allen Verbrugge, Verbrugge's Market, Grosse Pointe; Robert Coverson, People's Food Center, Detroit; Paul Felice, Felice Quality Market, Pontiac; and Jamal Shallal, Grand Food Centers, Detroit.

Of those elected for three-year terms, Weisberg, Saverino and Verbrugge are past-presidents of AFD.

At the same time, three retailers were elected to fill vacancies for unexpired terms. They are: Jack Azzam, American Oriental Grocery, Southfield; Sid Hiller, Shopping Center Markets; and Thomas George, T-J's Food Centers. Detroit.

Installation of the officers and directors will take place Tuesday, March 28, 1978 at the Raleigh House, Southfield, during AFD's 62nd Annual Trade Dinner celebration.

**“Good-breakfast eaters mean
gr-r-reat breakfast food sales!”**



**Kellogg's good-nutrition messages
make more good-breakfast-food customers for you.**

Take a tip from Tony and stock up for all the good breakfast food sales Kellogg's nutrition-education messages are sending your way.

These messages tell shoppers the importance of having a good morning meal. One that includes not only some of our nutritious cereals, but also other good breakfast foods, like milk, juice, bread, spreads, eggs and waffles as well.

To reach adults we're using television and ads in special editions of leading all-family magazines. To reach their children, there's our annual "Stick Up For Breakfast" poster-drawing contest and free nutrition information we supply to teachers.

Good-breakfast eaters buy profitable breakfast foods from you. Good nutrition is good for your customers and good for your business.

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ANNUAL PRESIDENT'S MESSAGE



RAY SHOULDERS
AFD President

Businessmen Deserve More Credit

By RAY SHOULDERS

The United States is a great country. Not enough has been said about how good we are, and too much has been said about how "bad" we are. No matter how one analyzes it, the one key factor for making this country great has been the business sector and the free enterprise system.

There are three things which help make our country great and the free enterprise system tick. They are jobs, education and training, and taxes.

Presently, our nation's economy is merely chugging along, with many people out of work, and inflation climbing by the week. We would not have this problem today if federal, state and local governments borrowed a page from the business sector.

If we would operate our nation's governments more effectively and efficiently, we would not need to raise all of the monies we all pay for taxes to simply support an inactive or wasteful bureau or agency.

In fact, it would not be a bad idea to turn the management of our governments over to business and free enterprise. At least, since business is the provider of the majority of jobs, we would be able to rely more on the expertise of the businessman and his efficient way.

Next, the businessman today is expected to pay too high a price just to barely survive or eke out a meager profit. And if he does make a profit, right away it becomes a dirty word, as if you are not supposed to make a profit for your labors. Without the business sector and profits, our nation simply would not be as great as it is today.

Also, our industry must become more active in training people to help lure more talent, including minorities. We must help teach the art of managing and revealing the efficient techniques which we have so successfully developed. This will allow our businesses to expand and create a regular and healthier job market. And this should not be limited just to our food business, but to all businesses as well.

I have always said we have too many tax-eaters and not enough tax-payers.

This country survives on the revenue government receives from private business and our enterprise system. This is what built this great country.

Nations cannot survive the public works programs, since after all, the taxpayer ultimately pays for this. If this continues there will be a tax revolt in the United States, and goodness knows we don't need that.

The time has come however, for our society and communities and governments to give the businessmen more credit than we have been receiving. Enough of the bad-mouthing against the business sector, and more praises and plaudits for a job well done!

Finally, I wish to express my profound appreciation to the AFD membership for electing me as your president for 1978. You can be assured of outstanding leadership and a continuation of meaningful and intelligent programs which will benefit all of us.



5981 W. Warren, Detroit, Michigan 48210



EDWARD DEEB

OFF THE DEEB END

Help the Driver

For about a dozen years now, Associated Food Dealers and AFD's Task Force on Crime have been working vigorously to assist city governments and police departments in finding ways to reduce crime affecting our members.

Obviously, those merchants situated in known high crime areas as well as those suppliers who provide products and services to stores in those same areas, experience a higher proportion of crimes affecting them.

Since all of us — retailer, wholesaler, manufacturer, broker and the driver — are all part of the same marketing team, we should try to assist each other in reducing crimes affecting all of us.

Drivers whose trucks service these stores have had their share of crime-related problems, the same as the retailer. They have been mugged, robbed, ripped off too.

Representatives from various supplier companies, their drivers as well as members of the Teamsters Union have asked that, where possible, merchants assist the drivers when deliveries are made.

A store employee can be assigned to watch the truck and the driver while deliveries are being made inside the store. This would serve two purposes. One, it would offer some protection to the driver, permitting the retailer to phone the police if he is mugged or being robbed. Secondly, it permits someone to keep an eye on the truck, helping to discourage theft of products.

On many occasions drivers whose trucks are equipped with radios have been able to alert police to holdups in progress involving banks and stores.

In our complex, fast-paced society, the time has come for us to help each other. The drivers should continue to help the retailer, and the store operator should also help the driver.

Our success and even our lives depend on it.



Stroh A Party



It's that time again.

Every year since 1962...

**MORE
PEOPLE
DRINK
MOHAWK
VODKA
THAN ANY OTHER
BRAND
IN MICHIGAN!**



**over 4 million
bottles were sold
in 1977**

Mohawk Vodka, 80 proof
Made from 100% grain neutral spirits
MOHAWK LIQUEUR CORP., DETROIT, MICH.

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.

KAPLAN'S

Wholesale Food Service

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

• CHITTERLINGS - HOG MAWS

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Detroit, Michigan 48203



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.



Nineteen New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food and beverage association and service organization, representing over 2,700 members, wishes to welcome aboard 19 new supplier members to the association. Their names, addresses and phone numbers are as follows:

SCOT LAD FOODS, INC., full-line wholesale grocer, 1100 Prosperity, Drawer K, Lima, Ohio 45802; phone (419) 228-3141.

TOM DAVIS & SONS DAIRY CO., wholesale distributor of dairy products, 5255 Tillman, Detroit, Mich. 48208; phone (313) 894-0022.

KALAMAZOO GAZETTE, newspaper publisher, 401 S. Burdick St., Kalamazoo, Mich. 49006; phone (616) 345-3511.

OBSERVER & ECCENTRIC NEWSPAPERS, newspaper publishers, 36251 Schoolcraft Rd., Livonia, Mich. 48150; phone (313) 261-8600.

BOGIE FARM PRODUCTS, wholesale meat distributor, 10465 Knodell, Detroit, Mich. 48213; phone (313) 571-6331.

ROMA SAUSAGE CORPORATION, meat producers and distributors, 15204 E. Nine Mile Rd., East Detroit, Mich. 48021; phone (313) 772-5578.

MICHIGAN H. M. O. PLANS, health maintenance and insurance organization, 660 Jones St., Detroit, Mich. 48226; phone (313) 961-1610.

CADLE MOVING & STORAGE, INC. commercial and residential movers and storage company, 41471 Irwin Rd., Mt. Clemens, Mich. 48043; phone (313) 469-2400.

VITA-WHEAT BAKED PRODUCTS, bakers and distributors of bakery products, 1839 Hilton Rd., Ferndale, Mich. 48220; phone (313) 543-0888.

LOMBARDI FINE FOODS, food distributor and retailer, 605 E. 10 Mile Rd., Royal Oak, Mich. 48067; phone (313) 548-4222.

GEORGE R. SHAMIE, P. C., certified accountants, 32401 W. Eight Mile Rd., Livonia, Mich. 48152; phone (313) 474-2000.

ROYALTY HOUSE OF WARREN, banquet hall and catering company, 8201 E. Thirteen Mile Rd., Warren, Mich. 48093; phone (313) 264-8400.

CANIFF SALES CORPORATION, meat distributors, 2024 Caniff, Hamtramck, Mich. 48212; phone (313) 365-5445.

NATION WIDE FOOD BROKERS, INC., food broker and manufacturer's representative, 25820 Southfield Rd., Southfield, Mich. 48075; phone (313) 569-7030.

ARROW SALVAGE COMPANY, food wholesaler and salvage company, 3825 Magnolia, Detroit, Mich. 48208; phone (313) 894-7401.

ABACUS INVENTORY SPECIALIST, INC., inventory and service organization; 755 W. Big Beaver Rd., Ste. 2105, Troy, Mich. 48084; phone (313) 362-3110.

PHOTO-SCAN MIDWEST, INC., security and crime prevention systems, P. O. Box 4296, 56 S. Squirrel Rd., Auburn Heights, Mich. 44057; phone (313) 852-5772.

AMERICAN ENERGY MANAGEMENT SYSTEMS, 24370 Northwestern Hwy., Southfield, Mich. 48074; phone (313) 353-9474.

B-W SALES, food broker and manufacturer's representative, P. O. Box 37251, Oak Park, Mich. 48237; phone (313) 546-4200.

These new members, and all AFD supplier and service members, and advertisers, deserve your support and patronage. Please refer to the AFD Suppliers' Directory on Page 61 often. In fact, clip it out of *The Food Dealer* and post near your phone.

THE WAYNE SOAP COMPANY



Growing thru Giving

Good Service

BUYERS OF BONES

FAT, TALLOW &

RESTAURANT GREASE

842-6000

DETROIT, MICH. 48217

AFD MEMBER



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.

M. J. Sims

● *Procter & Gamble*



Good communications lead to better understanding and mutual confidence.

GUEST EDITORIAL



BOB KEIL

The Role of the Food Broker Today

**Robert Keil, President
Detroit Food Brokers Association**

Have you ever wondered who is responsible for getting most of the food and grocery products into the local supermarkets? Packaged, canned or frozen, ready-to-cook or already cooked? The food wealth of the world is there ready for you to take home, along with a wide variety of non-food products. But, if it were not for a group of men known as "Food Brokers" you might not be able to enjoy such a wide variety of products today.

Food brokers are local businessmen who are sales representatives for producers of food and other grocery products — producers who may be located anywhere in the world. Although we speak of the food broker as an individual, actually we are talking about a company, or corporation, consisting of sales people and clerical employees.

The food broker is a local marketing specialist. He arranges for the sale and distribution of his manufacturers' products to all the wholesale buyers in his area, both chain and independent, who in turn, distributes the products into the retail stores.

Unlike a salaried salesman, the food broker receives no pay for his services until a sale has been made. Only then does he receive his payment from his manufacturer.

The food broker is the man who serves you, the customer, and the food industry. We play a vital role in the distribution of both food and non-food grocery store products from wherever they are produced or packed.

What I have really been discussing is — What is a Food Broker. But in all fairness How could I talk about the part we play in industry today, unless you were fully aware of who we were. We are the people who must be the experts of the products we represent.

To make a living, we must know market conditions, where our products sell best, and how to bring the latest marketing techniques and freshest ideas to our customers every day. If we don't, we are failing our manufacturers, customers and the consumer. Most of all we would not be fulfilling our role to better the food industry which we all represent.

So in closing, our role in the food industry is very simple, and it can be said in one statement. We as food brokers must know every fact of our customers' operation, so we in turn can intelligently offer our knowledge and service of marketing products to the NUMBER ONE PERSON — MRS. CONSUMER.

YOU'VE GOT MORE TO SELL WITH Wilson's



THAT'S PYRAMID POWER!

Milk, cream, cottage cheese, ice cream — all that and more from the Wilson's "Pyramid of Quality" line are serving the restaurant industry every day. Get Wilson's Pyramid power working for you: Ira Wilson & Sons Dairy Company, 5255 Tillman, Detroit, MI 48208. Or call (313) 895-6000. Out-state, call 1-800-572-1998.



THE PYRAMID OF QUALITY COVERS THE MITTEN



You Get An Extra Dividend From Belonging

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

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

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

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

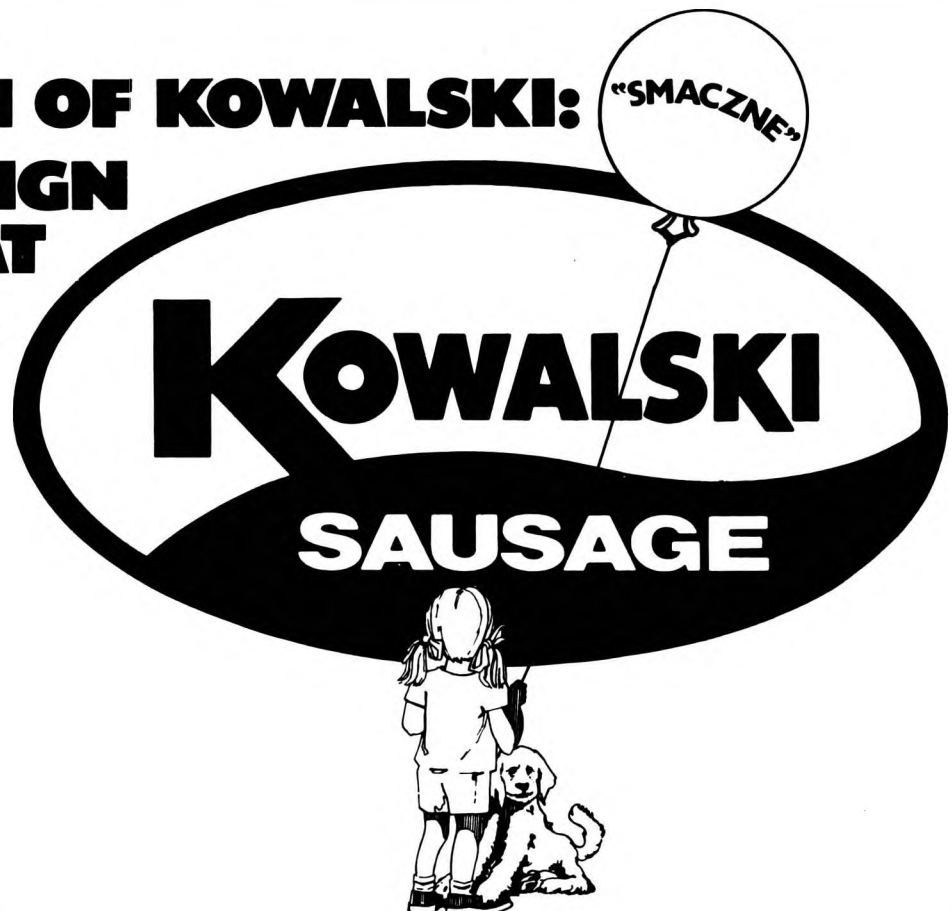
The Fifth Estate is not concerned exclusively with legislation. Internally, for instance, it fosters trade customs, codes of ethics and safety practices. Examples of external impact abound, including anti-pollution drives and standards that will make our land a better place to live.

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

Contact the Associated Food Dealers for information on how you can become a member of our Fifth Estate. Write to 125 W. Eight Mile Rd., Detroit, Mich. 48203. Or Phone (313) 366-2400.



**THE SIGN OF KOWALSKI:
IT'S THE SIGN
OF GREAT
TASTE.**





7 out of 8 new product ideas fail. How did General Foods pick all these winners?

The odds are stacked up heavy against new products.

General Foods uses a lot more than luck to launch winners.

Four tough questions. Before a new General Foods product goes on your shelf, we ask ourselves four tough questions:

1. Is there a real consumer need?
2. Does it have a point of difference over competition?
3. Can we produce it efficiently so it represents a real value?
4. Is it priced to represent a fair gain for you? For us?

If we get "yes" answers, you'll get a new GF product that's an

odds-on sales success.

Odds-on winners. It took us *five years* of careful testing to come up with Cycle® dog food. Many months of research made Maxwell House® A.D.C.™ Coffee the first nationwide coffee for automatic drip coffee makers. Two years and thirteen tests later, we launched Country Time® lemonade mix.

More hard work made Stove Top® stuffing mix, Shake 'n Bake® coating mix Barbecue Style, Jell-O® pistachio pudding and Gaines® Puppy Choice®. Successes? Check your warehouse withdrawals.

At General Foods, new product

success takes a little bit of luck—and a lot of tough questions.

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, N.Y. 10625**

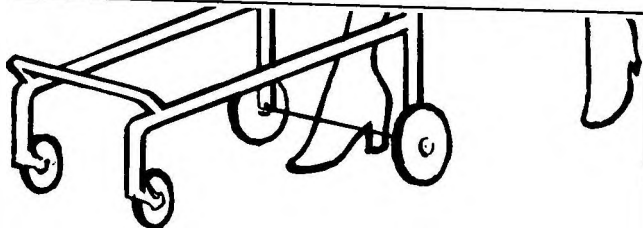
Shop at the 23rd Largest Food Market in the United States . . .

DANN

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136,215 * total circulation . . .
over 400,000 readers daily!



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

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HAD ENOUGH OF HELL?

A grocer stood at the pearly gates,
His face was worn and old;
He meekly asked the man above,
Admission to the fold.

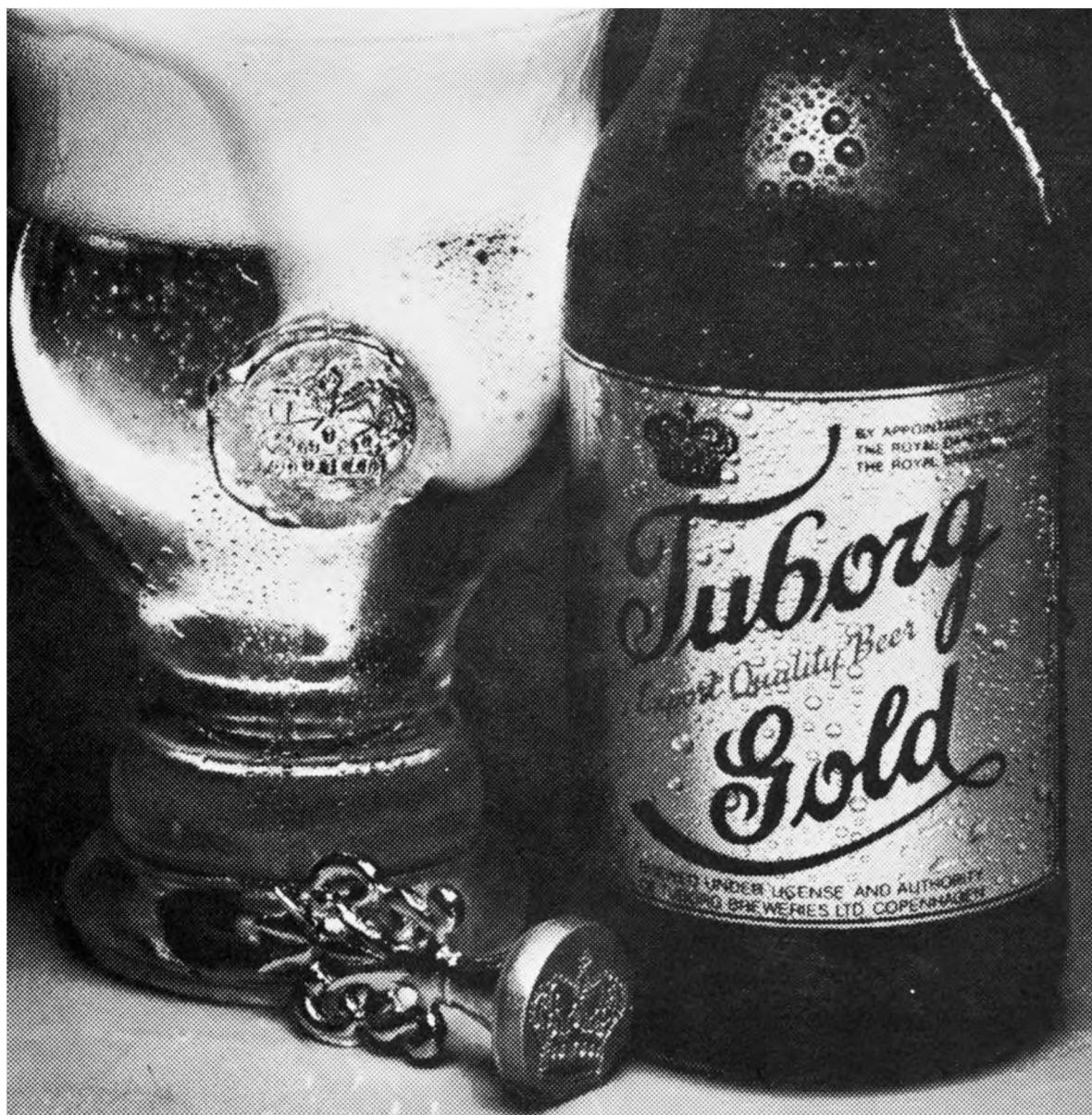
"What have you done?" St. Peter asked,
"To seek admission here?"

"I ran a grocery store on earth,
For many and many a year."

The gates were opened swiftly,
As St. Peter touched the bell;
"Come in," he said, "and take a harp;
You've had enough of hell."

— From Irving Kaufman





The Golden Beer of Danish Kings. Now brewed in America. Now affordable to everyone.

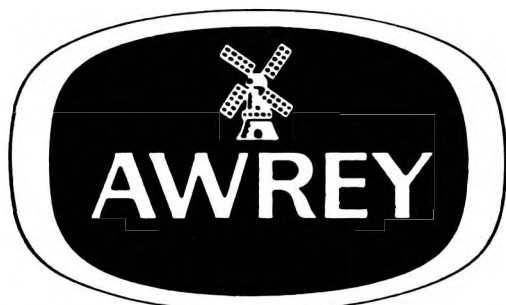
Tuborg Gold...only centuries of the Danish
brewmaster's art could achieve its noble character.
And now that Tuborg is brewed here, it's affordable to anyone
who loves the true taste of light, golden Danish beer.

Tuborg Gold...by appointment to the Royal Danish Court.

Carling National Breweries, Inc., Balto., Md.

Baked goods buying families love variety

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



SIGN OF GOOD TASTE

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Around the Town

Congratulations are in order for **Michael Simon** of **EverFresh/Home Juice Company**. The reason? Mike was recently named Businessman of the Year by BUOY — 7 of the Detroit Police Department. (BUOY stands for Business United with Officers and Youth.)

* * *

Faygo Beverages, an AFD member, recently promoted **Edward Bishop** to sales manager for its central region, a newly created post responsible for sales in Michigan, Ohio, Indiana, Illinois and western Pennsylvania.

* * *

Sam Goldstein was recently appointed general manager of **Taylor Foods**, a wholesale frozen foods distributor in Taylor, according to an announcement by Truman Passmore of American Consumers Industry. Goldstein was formerly with **M&B Distributing Company**, Flint, and **Glacier Frozen Foods**, Detroit.

* * *

Iggy Galante was recently named operations manager for **Oven King Bakery** according to an announcement jointly made by Harry Shallop and Joe Krinsky.

* * *

Bob Jones & Company recently announced the promotion of **Fred Falle** to corporate vice-president of the firm. Falle will be responsible for the Detroit division sales and will work in conjunction with **John Wearing**, according to an announcement by J. E. Kearny.

* * *

Hygrade Food Products Corp., an AFD member, recently named **Carl Gylfe** vice-president and marketing director.

* * *

United Brokerage Company recently announced the move of its corporate offices to 27620 Farmington Hills, Mich. according to president **Alfred J. Tivy**. The firm operates UBC marketing divisions in Detroit, Grand Rapids, Saginaw, Ft. Wayne and Toledo.

* * *

Duchene, Inc., an AFD member and producer of **New Era Potato Chips**, recently announced the completion of a major plant expansion which more than triples its previous space, according to president **Donald Duchene**.

(Continued on Page 58)

WINES OF THE WORLD by

Frontenac

DISTRIBUTED BY INTERNATIONAL WINE & LIQUOR CO. OF DETROIT SERVING
THE STATE OF MICHIGAN.
WITH FINE AMERICAN AND IMPORTED WINES.

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SWEET RED	CHATEAU DE ALMOND	PURPLE PLUM SMASH
SWEET WHITE	CHERRY CHANTILLY	STRAWBERRY SMASH
VIN ROSE	RASPBERRY DE ALMOND	PEACH AND HONEY
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	BLACKBERRY SMASH	

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FRONTENAC IMPORTED ITALIAN WINES:

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TO ORDER THESE FINE WINES, PLEASE CALL OR WRITE:

INTERNATIONAL WINE AND LIQUOR CO.

7939 W. LAFAYETTE
DETROIT, MICHIGAN 48209
PHONE (313) 841-5000

YOUR 1978 OFFICERS, DIRECTORS, ADVISORS

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.



Ray Shoulders
Shoulders Markets
President



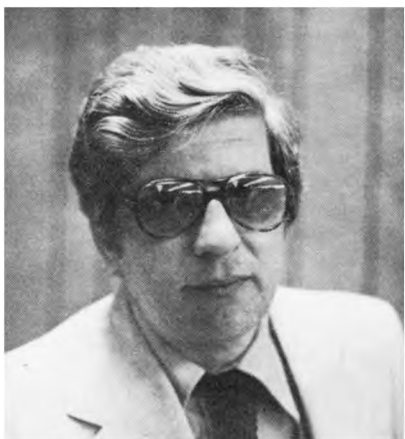
Jerry Yono
J.A.Y. and Son Market
Vice-President, Trade Relations



Thomas Violante
Holiday Food Center
Vice-President, Public Relations



Moyed Najor
Starlite Super Markets
Vice-President, Programs



Tony Munaco
Mt. Elliott-Charlevoix Market
Treasurer



Edward Deeb
Executive Director



Sam Abbo
Plaza Food Center



Stan Albus
Stan's Market



Lafayette Allen, Jr.
Allen's Super Markets



Jack Azzam
American Oriental Grocery



Alex Bell
Village Food Market



Sidney Brent
Kenilworth Market



Sam Cosma
Atlas Super Market



Paul Felice
Felice Quality Market



Louis Gabbara
Central Market



Don Harrington
Meat-N-Place



Sid Hiller
Shopping Center Markets



Larry Joseph
Market Square



Donald LaRose
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Phil Lauri
Lauri Brothers Super Market



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Allen Verbrugge
Verbrugge's Market



Louis Vescio
Vescio's Super Markets



Harvey L. Weisberg
Chatham Super Markets



Gary Wing
Fisher's Markets



Sabah Yaldoo
Food Castle Market

PHOTOS NOT AVAILABLE:

Louis Boji
State Fair Market

Robert Coverson
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IRS Offers Tax Tips To Small Businesses

If you're in business for yourself—whether it be a restaurant, grocery store, laundry or barber shop—chances are you'll come face to face with most, if not all, of the following: insurance, bookkeeping, advertising, inventory and federal tax requirements.

And when it comes to federal tax requirements, one in particular touches virtually every business; that is, the requirement to withhold and deposit certain taxes periodically, such as income taxes and social security taxes from employee wages.

The law imposes severe penalties on taxpayers who willfully fail to take required actions; for example, when an employer withholds taxes from an employee's pay and knowingly fails to deposit it by the due date. A late deposit penalty of 5 percent of the undeposited tax may be assessed against this employer. Also, the law provides for a civil penalty equal to 100 percent of withheld income and social security taxes if the employer willfully fails to pay over such taxes to the government. This 100 percent penalty can be as-

serted against officers or employees of corporations who were personally responsible for the withholding tax and making payment to the government.

Just about every business has its ups and downs. The IRS is well aware of this and, therefore, continually advises businesspersons that if they see tax problems looming, the best time to deal with these problems is before they occur. For example, if you come to the IRS and tell them you're going to have trouble in making a required payroll tax deposit, they won't rush out to close you down. Instead they'll work with you to alleviate the problems before they could become fatal to your business.

Generally, withholding and deposit requirements vary depending on the size of the payroll and the past performance of the business in making deposits. The following are general guidelines:

—Employers having an undeposited cumulative liability of \$2,000 or more for withheld income taxes and social security taxes at the end of a quarter-month period (ending on the 7th, 15th, 22nd and last day of each month) are required to make a deposit within 3 banking days after the end of the quarter-month period.

—Employers having an undeposited liability of \$200 or more but less than \$2,000 in withheld income taxes and social security taxes at the end of any month (except the last month of the quarter) are required to make their deposit within 15 days after the end of the month.

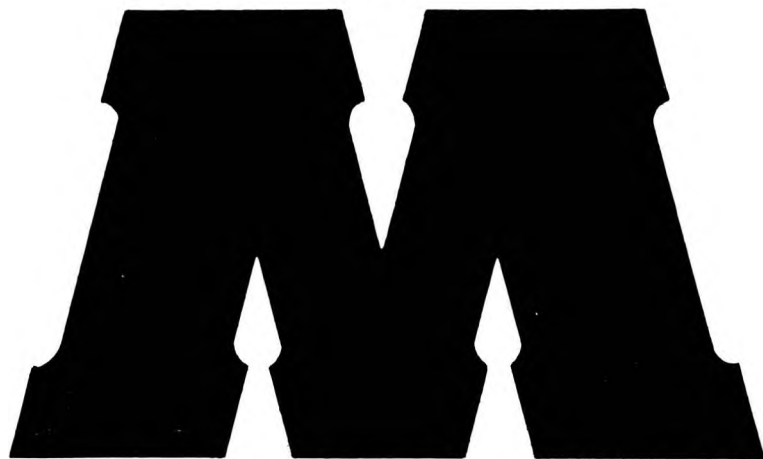
Exact deposit dates for a particular year are listed in IRS Publication 509, "Tax Calendar and Check List for 1978," a free booklet which may be obtained by calling the IRS toll-free tax information number.

Business taxpayers also should be aware of any excise taxes for which they may be liable. Federal excise taxes are imposed on certain sales, transactions, occupations and on the use of certain items. They are not based on the profits of a business activity.

Tax withholding/depositing and excise tax compliance are just two federal tax subjects that should be of interest to business owners. Some businesses also may be liable for the Federal Highway Use Tax, others for unemployment tax, even the Civil Aircraft Use Tax.

The rules governing some of these taxes can be found in the free IRS Publication 334, "Tax Guide for Small Business." This 192-page book contains a wealth of tax information and also lists most of the free IRS booklets that can help businesses at tax time.

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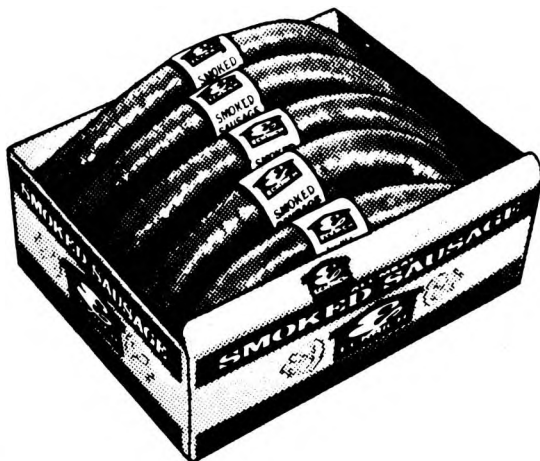


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Orange Crop Reaches Record

The Agriculture Department has predicted that the 1977-78 orange crop is expected to total 221.4 million boxes, on the basis of February 1 conditions, unchanged from a January forecast but 9% below last year's record of 244.3 million boxes. The Department also said that subfreezing temperatures on 2 nights in January caused some freezing of fruit in several Florida citrus areas.

The report showed that despite the potential reduction in juice yields due to freeze damage, growers may make up for the loss with increased prices. Prices for the concentrate have risen sharply because juice output dropped last year after many Florida oranges were damaged by a freeze.

The report said early and midseason Florida oranges were estimated at 88 million forecast in January and 115 million produced last year. Florida production of Valencia oranges was estimated at 78 million boxes compared with 78 million forecast in January and 71.8 million harvested last year.

Fish Stick Production Up

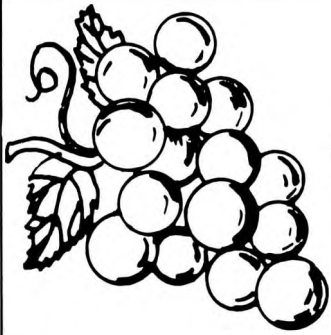
Battered fish stick production made up 15% of total fish stick production in the first quarter of 1977, and the total production was down 6.9% from the same quarter of the previous year. In the second quarter of 1977, the percentage of battered fish sticks had climbed to 16.2% and production was ahead of the previous year's by 1.7%.

In the third quarter, battered fish sticks were 16.4% of the total production which had beaten the previous year's third quarter total by 3.1%. Although total production for the first 9 months of 1977 was 1.8% less than that for the year before period, this relative weakness occurred in the first quarter.

Cheese Production Rises

The promotion of cheese and the introduction of new cheese varieties have been the major factors behind the sharp increase in U. S. cheese consumption — which zoomed from 1.48 billion pounds in 1960 to slightly more than 3 billion pounds in 1975.

Another plus factor for cheese: It fits in beautifully with the "back to basics" cooking theme favored by today's consumers, who are concerned with rising food costs, recession, and greater health and nutrition consciousness.



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Preventive Maintenance Means Profit

If profits don't seem to be what they should be, maybe a more effective program of preventive maintenance can help improve the situation.

Experts say that preventive maintenance can save an average supermarket up to \$10,000 a year by reducing equipment failure and malfunctioning equipment which raise costs by slowing down employee efficiency and productivity, direct loss of product, and higher repair and replacement bills.

Periodically taking stock of the situation in any store is not a bad idea to keep appearances and operating efficiency in top order. Here are a few ways to save money:

- Check fluorescent tubes for visible signs of malfunction. Keep a reserve stock of tubes on hand for quick replacement.
- Check on parking area lights. Do bulbs need replacing, are standards in need of repair? Metal guards should be used to protect lamps exposed to heavy vandalism.
- When replacing fuses, make sure the same ampere rating is replaced.
- Examine shopping carts for defective wheels or loose metal strips. Never keep carts in freezer rooms or coolers, as excess moisture will cause rusting. Instruct employees to immediately return shopping carts left in parking lot.
- Replace or repair chrome strippings on gondolas or perishable cases.
- Thoroughly wash and clean all meat and produce cases once a week.
- Clean drain pans under all refrigerated cases regularly. Clogged drain pans cause water accumulation that could overflow onto the sales floor. Never allow trash to be swept under refrigerated cases.
- Never pile frozen food above the case loading level. Over-loading reduces cold air circulation which could cause product deterioration. Check temperature controls frequently so that malfunctions can be corrected before products softens and spoils.
- Drain air compressors once a month.
- Empty grease traps once a week.
- Turn off air conditioners before closing store. Units left on all night, aside from increasing operating expense, will cause excess condensation to form on store windows during the morning. Condensation can also form on floors making them dangerously slick.
- Clean stamping heads on price-marking equipment at least once a month using a commercial solvent. Examine stamping heads regularly for worn or frayed numerals.
- Clean out accessible areas beneath checkstand conveyor belts.

This list is just a starter; it could easily be doubled. An ounce of prevention in the right places can save pounds of cure.

Congratulations and Best Wishes

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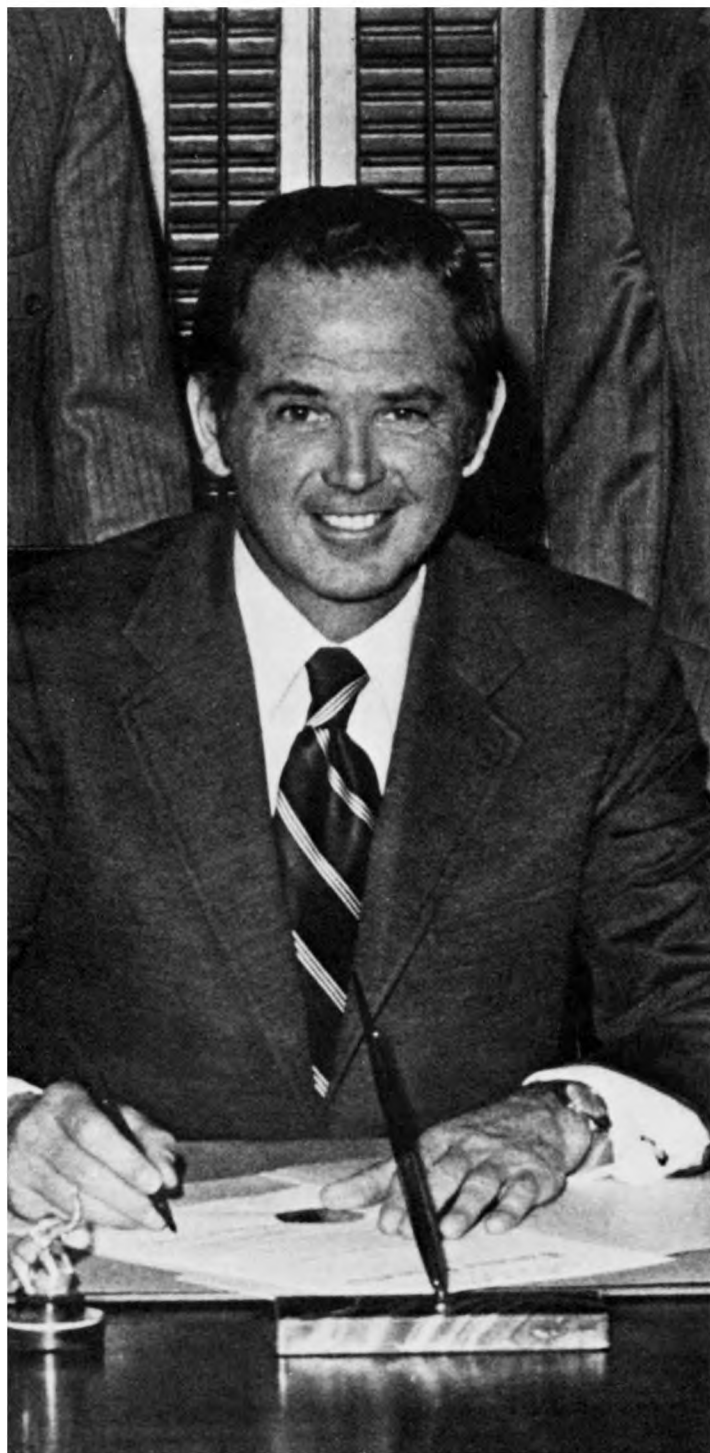
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Tuesday, March 28

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Gene Peare, President, DAGM
Ray Shoulders, AFD President
Hon. Coleman A. Young, Mayor of
Hon. William G. Milliken, Governor of

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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

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Banquet Sponsors:

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Villa Banfi Roman White

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Where Checker Errors Occur

(From the NARGUS Front-End Management Seminar. Developed by Learning Systems Development Corporation, Cincinnati, Ohio).

Dollar loss due to errors made by checkers in your supermarkets may be a problem of considerable magnitude. In fact, numerous studies of checker errors estimate this loss to be about one cent of every dollar within the supermarket industry. Assuming your loss is not this high, the following breakdown of checker errors is based on a possible loss of 0.50 percent, or approximately one-half the industry average.

Types of Checker Errors:

Price Interpretation—Loss attributed to improper pricing and failure of checkers to correctly ring these items is estimated at 0.02 percent of total sales.

Bottom of Bascart—Loss attributed directly to checkers' failure to ring items on the bottom of the bascart is estimated to be 0.18 percent of total sales.

Coupons—Loss resulting from improper handling and calculation of vendor and company coupons by checkers is estimated to be 0.02 percent of total sales.

Multiple Prices—Loss resulting from improper calculation and lack of checkers following company multiple price handling procedures is estimated to be 0.02 percent of total sales.

Change Making—Loss attributed to checkers giving the customer too much change is estimated to be 0.011 percent of total sales.

Omitted Items—Loss resulting from the failure of checkers to ring all items placed on the checkstand is estimated to be 0.14 percent of total sales.

Sales Tax—Loss attributed to improper calculation and ringing of state sales tax by checkers is estimated to be 0.01 percent of total sales.

Departmental Key—Checker errors in departmental key usage do not contribute any direct loss to your store. However, assuming departmental errors result in no loss or gain to the customer or store, they can create misleading records regarding shrinkage and profits.

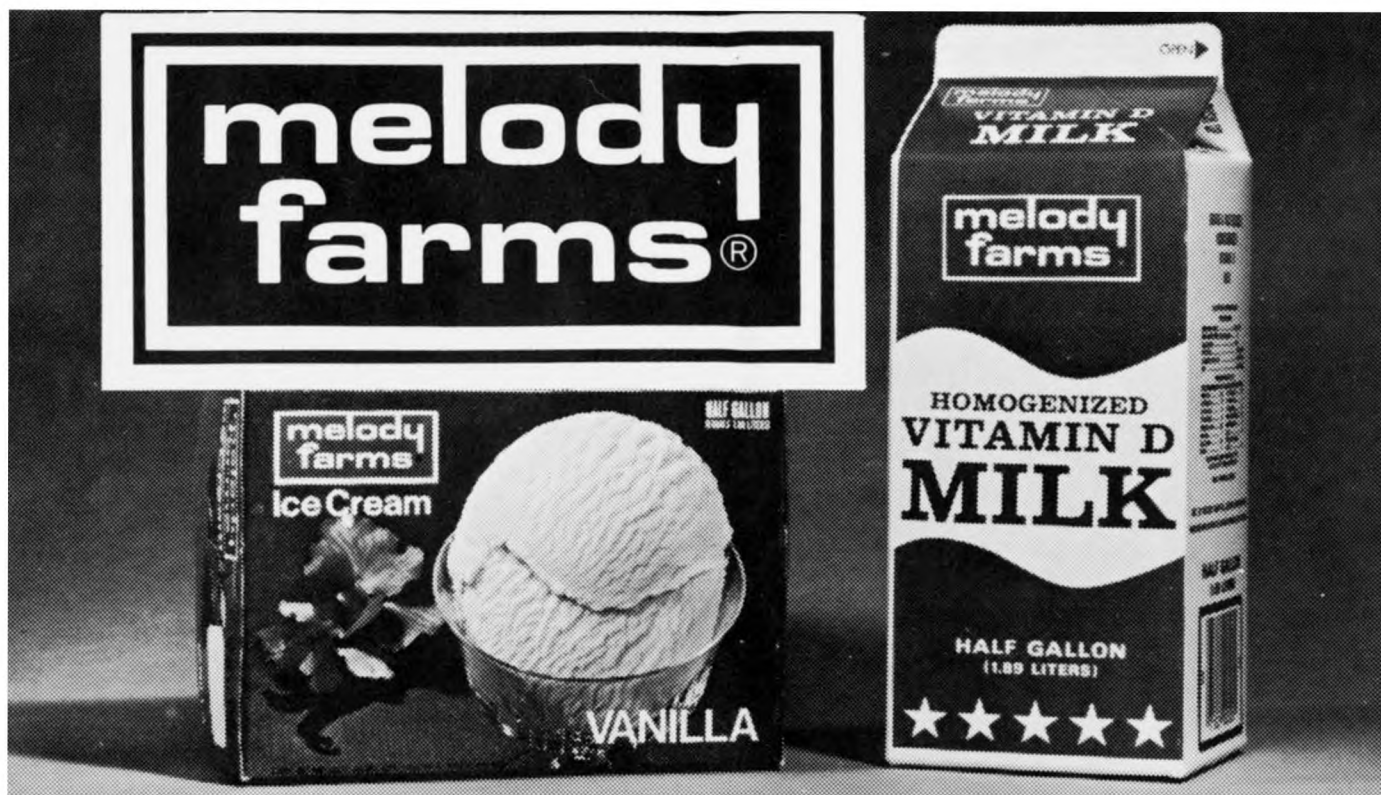
(Continued on Page 47)



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JAMES DURONIO, 12, from Sterling Heights, tries his new 10-speed bike out for size. He won the bike in the Detroit Coka Cola Bottling Company's "Coke Adds Life to Holidays" coloring contest recently. Flanking James are James Kemnitz, Great Scott store manager, left, and Jerry McCauly, right, merchandizer for the soft drink company.

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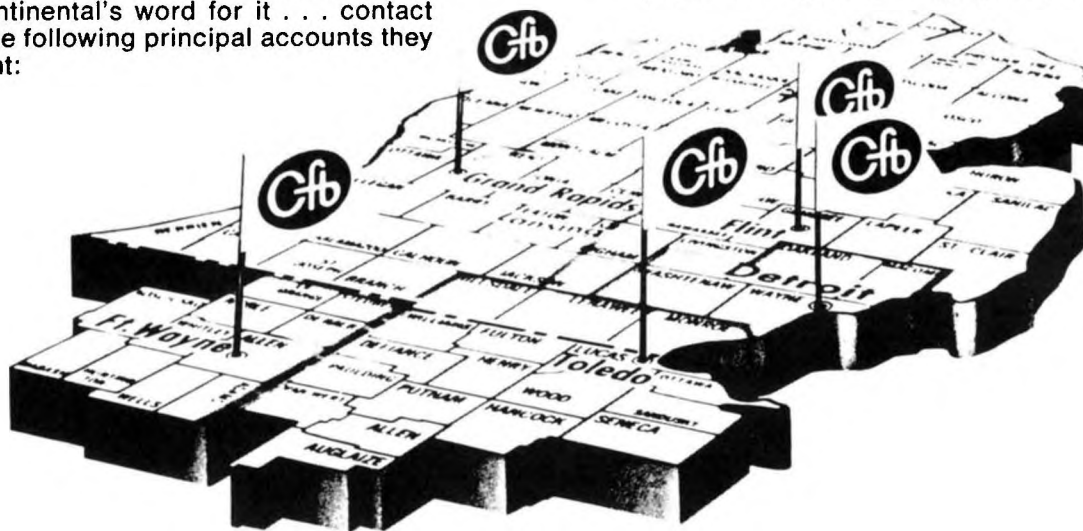
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Non-Foods: Allison Manufacturing Company (T-Shirts) • Chicago Specialty Plumbing Supplies • Melnor Industries, Inc. (Lawn Sprinklers) • R. C. Industries (Fire Extinguishers) • Spiegel Industries Corp. (Closet Supplies) • Zephyr Mops and Brooms



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FOLLOWING A MEETING of the Associated Food Dealers directors with Detroit Mayor Coleman Young, center, hizzoner took time out to pose for the photographer. Flanking Mayor young at left are AFD treasurer Tony Munaco and past-president Phil Lauri and at the right is executive director Edward Deeb. The Mayor assured AFD of improved communications, assistance with issues and development of Detroit through participation in new shopping centers.

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Non-Refrigerated Milk on Way

Consumer taste tests of sterilized milk are underway at North Carolina State University with a possibility the 15-year study of nonrefrigerated milk packaging soon may end with the product in vending machines and supermarkets.

The idea is for highly pasteurized whole milk to be sold in 5-ply polyethylene containers with no need for refrigeration until opened. Here is the process:

Processed milk is taken and steam is injected into it, which heats the milk to 300 degrees. It is held at that temperature for 4 to 7 seconds and then put into a vacuum chamber.

The temperature in the chamber is about 140 degrees at reduced pressure. It begins boiling, thus eliminating excess water. After that, it's put into a homogenizer and cooled with tapwater at about 80 degrees. To maintain quality, the milk then is put in a 5-ply polyethylene package. Polyethylene paper and foil is used alternately.

Consumer panels are still tasting the milk and there are no definite marketing plans. However, it is believed that after initial skepticism, markets will be eager for the sterilized milk. No date has been set for introduction in North Carolina.

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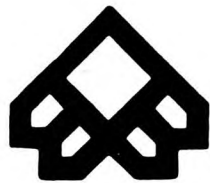


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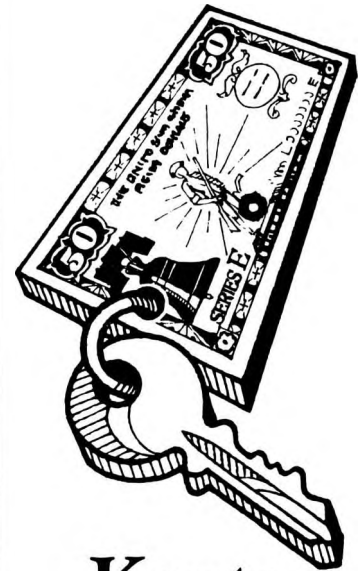
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True, your Blue Cross and Blue Shield coverage is going to cost more. Inflation is the major reason. But we want you to know Blue Cross and Blue Shield is working in every area we can to slow down rising costs. Our continuing cost-containment program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

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



**Blue Cross
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of Michigan

Belonging is a good thing to do.

High-Fiber Diet Popular

Indulging in a healthy, high-fiber diet may soon be a "piece of cake" — or a cookie — according to researchers at Michigan State University. Banana, chocolate, nut, and spice cakes that had up to 30% of the flour called for replaced with bran were rated "good" to "delicious" by the panel of choosy tasters.

MSU personnel also have experimented successfully with a sugar snap cookie recipe containing 10% bran. The cookie batch proved easier and cheaper to make than a cake, and had as much fiber by gram.

The tests revealed that substitution of wheat bran for flour in cakes did not adversely affect volume and moisture and actually improved the ordinarily grayish color of banana cake — the type also judged best tasting. Even corn bran worked fairly well in white cake, although oat and soy bran produced a taste "like kerosene."

Now in their third year of USDA-funded studies, the MSU team is planning experiments with other foods dear to American customers — deep fried snacks and bar cookies with filling.

FDA Proposes Sugar Disclosure

The first step toward requiring full disclosure of sugar content on the labels of ready-to-eat breakfast cereals has been taken by the Food and Drug Administration. Breakfast-food makers have defended the nutrition content of sugared cereals.

However, the statistical material they have presented in advertising and in presentations to FDA have failed to impress the Agency, who looks on the industry material as misleading.

FDA is expected to give priority attention to sugared cereal labels and to issue separate proposals covering detailed per-serving content disclosure. When the new FDA requirements are fully implemented, the consumer will be armed with the essential information that is needed to make a second judgment at the supermarket.

World raw sugar production in the current 1977-78 crop year will reach 91.08 million metric tons. This is an upward revision from a preliminary estimate of 90.6 million metric tons by the U. S. Department of Agriculture.

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Peanut Production Drops Some

World peanut production in 1977-78 is estimated at 17.2 million metric tons, down about 300,000 metric tons from the previous year and lower than the record 1975-76 crop of 19 million metric tons. The U. S. Department of Agriculture also estimated world peanut oil and peanut meal production in 1977-78 at 3.13 million metric tons and 3.75 million metric tons, respectively.

U. S. peanut exports in 1977-78 should hit a record 400,000 metric tons in shell basis. Reduced exportable supplies from major producing nations, such as Senegal and Sudan, and the current ban on exports of handpicked and selected, HPS, Indian should be the major factors in that record.

Storage times for cut, dried peaches have been extended from an average of 9 months, using current methods, to a long as 18 months with improved packaging and handling techniques under development by USDA chemists.

Longest storage times, up to 18 months, resulted when dried peaches were sealed in polyethylene pouches in which air was replaced by nitrogen gas. The nitrogen atmosphere slows loss of sulfur dioxide used to retard darkening—supplementing the benefits of a sulfur dioxide spray or dip during the processing.

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Where Checker Errors Occur

(Continued from Page 34)

Register Skill — Loss resulting from checkers' poor manual dexterity and ringing actions is estimated to be 0.01 percent of total sales. An example of a checker register skill error would be when the checker intends to ring 69c and through poor eye and hand motion rings up 49c instead. Studies of this error indicate undercharges are both more frequent and more serious than are overcharges.

Price Changes—Loss due to failure of checkers to observe recent price changes is estimated to be 0.009 percent of total sales.

Customer Relations — Loss of customers and potential business due to lack of checker training in understanding of company policy in this area is estimated to be 0.03 percent of total sales. This is based on the loss of just one customer per year in only one-half of your stores, as result of checkers' improper handling of customer complaints, questions, etc.

Supply Handling—Loss due to improper handling and usage of front-end supplies (mainly bags) by checkers and baggers is estimated to be 0.03 percent of total sales.

Trading Stamps—Loss resulting from improper handling and issuance of trad-

ing stamps by checkers is estimated to be 0.02 percent of total sales.

There are many reasons why checker errors have become so prevalent in the past few years. One very important reason is that the checker's job has become increasingly more difficult and complex. Accordingly, the job of training checkers has taken on additional dimensions. At the same time, supermarkets are faced with the situation of high employee turnover along with a tight labor market. Add to this the situation of wide geographical distribution of personnel, and the need for sound checker training of apparent.

Checker training should be viewed as an investment; and as any investment, there should be a measurable dollars and cents return. Therefore, a twenty percent reduction of checker errors as a result of training could well mean several thousand dollars additional profit at the bottom of the line for your store.

FRONT-END SECURITY

(At the recent NARGUS Front-End Management Seminars, 50 question indicators for front-end security were presented. Listed below are 25 of them, which are guides for retailers in determining the state of front-end security in his store. The indicators were developed by Learning Systems Development Corporation, Cincinnati, Ohio.)

1. Do you have a firm policy for cashing and handling checks at the checkstands?
2. Are large bills (over \$20) kept at the checkouts for any period of time?
3. Are cash pick-ups made on a timely basis (three or more per day) for each register in use?
4. Do your checkers place the amount tendered on the register ledge before making change?
5. Do your checkers place the amount tendered in the till before the register tape is given to the customer?
6. Do your checkers "guard" the till whenever the cash drawer is open?
7. Do your checkers borrow or buy change from another checker?
8. Are your checkers alert for any items that may be carried or are being held by the customers such as brooms and mops?
9. Do your checkers call out the price of each item as it is being rung at the register?
10. Do your checkers remove all items from the bottom of the bascart before they ring any item of an order?

Continued on Page 57)



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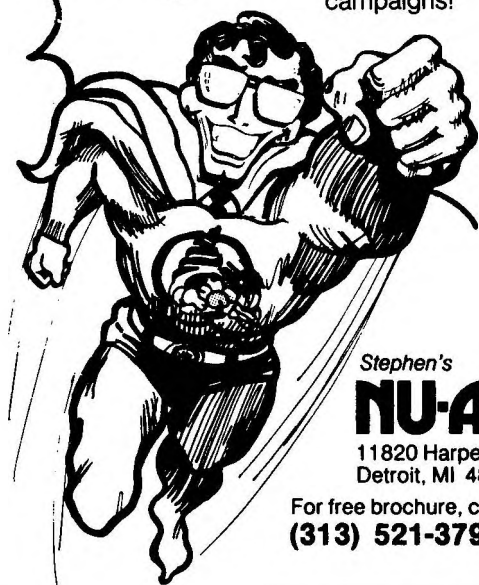
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Every tree we see is like the "visible" part of an organization—its publications, special reports, conventions and meetings, external public relations, etc. Some can be compared to the branches, foliage and needles, others to berries, nuts and fruit.

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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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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DAGMR OFFICERS FOR 1978 — Pictured above are the new 1978 officers for the Detroit Association of Grocery Manufacturers' Representatives. From left, are Charles Batcheller of Chuck Batcheller Company, Secretary-Treasurer; Irv Kander,

Independent Biscuit Co., first vice-president; Gene Peare, Detroit Coca-Cola Company, president; Jack Wheeler, Stiles-DeCrick Corporation, second vice-president; and Gerald Schoendorf, General Mills, sgt. at-arms.

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CHECKER ERRORS

(Continued from Page 47)

11. If an item is illegibly price marked would any one of your checkers ask another checker the price of the item?
12. When one of your checkers leaves her post, does she lock and shut off the power of the register?
13. Do your checkers know what to do in the event of a holdup?
14. Do your checkers know what to do in the event of a power failure?
15. Do you have one checklane designated for employee purchases?
16. Are your employees required to remove their purchases from the store immediately after they have been purchased?
17. Are utility bills handled by your checkers?
18. Are your checkers held accountable for their individual tills?
19. Do you have a clear and firm policy for handling overruns and underings?
20. Do you have a clear and firm policy for handling refunds?
21. Do your checkers use the "touch" method of ringing?
22. Can your checkers process welfare orders and federal food stamps properly?
23. Do you ever leave one checker on duty without a member of management in the store?
24. Do you have periodic "shopping tests" conducted in your store?
25. Do your checkers know what actions to take and exactly what to say in the event of a customer accident?

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AROUND THE TOWN

(Continued from Page 20)

Liberty Paper & Bag Co., an AFD member, recently announced the addition of 8,000 square-feet to its present facility to better serve its customers, according to sales manager **Gene Balice**.

* * *

Stephen's Nu-Ad, Inc., an AFD member, recently announced the completion of a major expansion and remodeling, in addition to adding several printing computers and graphic arts facilities, according to president **Louis Stephen**.

* * *

Blue Bird Meat Market, an AFD member in Dearborn, announced it recently completed a complete remodeling of its store. Owner **J. B. Ross** said the new facility has all new cases, shelving and coolers, while sales have picked up "considerably."

* * *



Yogurt Sales Top Billion

The "corruption" of traditional yogurt as it has been known for thousands of years is foreseen by **Manfred Kroger**, a professor of food science.

He cites a Federal regulation pending that would permit manufacture and sale of a "non-yogurt yogurt" — a yogurt, Prof. Kroger says, "devoid of the live bacteria that make yogurt other than pudding or junket and that are responsible for the alleged health benefits traditionally associated with yogurt."

The proposed regulation would allow production of 2 kinds of yogurt — traditional yogurt and yogurt that has been heat-treated after culturing, with a greatly extended shelf life.

Noting that about 500 million pounds of yogurt was sold in 1977 and a \$1 billion market is in sight, he insists he's not against heat-treated yogurt per se but is against use of the term "yogurt" for the resultant product. He'd prefer a designation like "yogurt-like pudding" or "yogurt-flavored clabbered milk."

**Congratulations to
the Officers, Directors and Members
of the Associated Food Dealers.**

DETROIT FOOD BROKERS ASSOCIATION

Food Sales Reach \$220 Billion

While the value of shipments of foods manufactured reached an estimated \$205 billion in 1977, the forecast for 1978 is for a 7% increase to \$220 billion. With a general abundance of grain, meat, and vegetables, the upward pressure on prices, already generated by inflating energy costs, should diminish.

However, prices will continue to increase in 1978 as was the case in the first half of last year. U. S. food supplies early in this year are more than ample in spite of severe weather conditions in 1977. Shortages occur only in coffee and cocoa.

Miscellaneous fruit pasted and fruit pulps are among products being considered for duty-free importation into the U. S. Duty-free importation of "eligible articles" from "eligible beneficiary developing countries" is provided for in Title V of the Trade Act of 1974.

Under the Generalized System of Preferences program instituted January 1, 1976, several thousand articles are being imported into the U. S. duty-free from 98 developing countries and 40 dependent territories.

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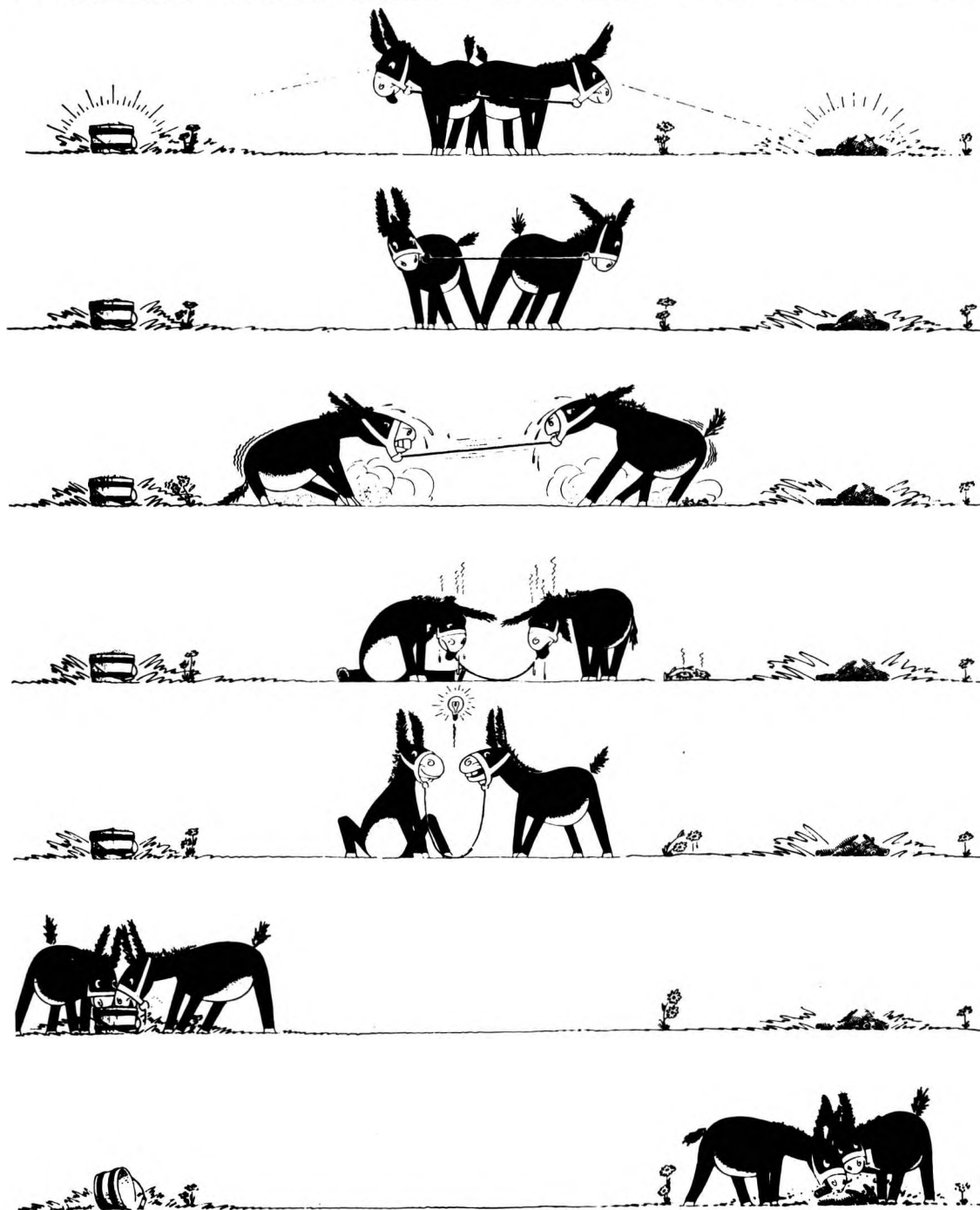
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Derthick & Associates	352-4074
Embassy Distributing	352-4243
Mid-America Food Brokers	342-4080
W. H. Edgar & Son, Inc.	964-0008
Earl English Associates	546-5100
Harold M. Lincoln Co.	937-2100
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corporation	341-5905
Paul Kaye Associates	478-5010
George Keil Associates	273-4400
Harry E. Mayers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	354-1600
Merit Sales Corporation	569-3634
New Port Food Co. (imported meats)	561-2200
Gene Nielsen and Assoc. (Institutional)	646-3074
Northland Marketing	353-0222
Peterson & Vaughan, Inc.	478-6800
The Pfeister Company	355-3400
Bob Reeves Associates	563-1200
Sahakian & Salm	962-5333
Sosin Sales Company	557-7220
Stark & Company	358-3800
Stiles-DeCrick Company	885-4900
Sullivan Sales, Inc.	531-4484
James K. Tamakian Company	424-8500
United Brokerage Co.	477-1800
Mort Weisman Associates	557-1350

DAIRY PRODUCTS

The Borden Company	583-9191
Detroit City Dairy, Inc.	868-5511
Detroit Pure Milk (Farm Maid)	837-6000
Grocer's Dairy Company	254-2104
Don Johnstone, Inc.	646-5398
Land O'Lakes Creameries	834-1400
McDonald Dairy Company	(313) 232-9193
Melody Dairy Company	525-4000
Ny-Best Distributors	(616) 694-6354
Sani-Seal Dairies	(517) 892-4581

Louis Sarver & Company-Milk-O-Mat	864-0550
Sheffer's Lucious Cheese	(616) 673-2639
Standard Dairy Company	476-7369
Stroh's Ice Cream	961-5840
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Sons Dairy	895-6000

COUPON REDEMPTION CENTER

Associated Food Dealers	(313) 366-2400
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DELICATESSEN

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

EGGS AND POULTRY

Eastern Poultry Company	875-4040
Linwood Egg Company	345-8225
Napoleon Egg Company	892-5718
Orleans Poultry Company	833-1847

EMPLOYMENT AGENCIES

Int'l Personnel Service	(517) 793-8800
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FISH AND SEAFOOD

Hamilton Fish Company	963-7855
United Fish Distributors	962-6355

FRESH PRODUCE

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

ICE PRODUCTS

Detroit City Ice	921-3003
Midwest Ice Corp.	525-2950

INSECT CONTROL

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

INVENTORY, TAXES, BOOKKEEPING

Approved Inventory Specialists Co.	571-7155
Gohs Inventory Service	353-5033
J&S Inventory Service	935-2100
Moe Miller & Co.	557-5255
Reed, Robert Associates	559-5480
Washington Inventory Service	557-1272

INSURANCE, PENSION PLANS

Bill O. Brink Agency	569-2200
Ward S. Campbell, Inc.	(616) 531-9160
Mid-America Associates	585-7900
Mutual of Omaha	569-2200

MANUFACTURERS

Del Monte Foods	564-6977
Diamond Crystal Salt Company	399-7373
General Mills, Inc.	354-6140
Green Giant Company	(313) 879-0931
Kraft Foods	964-5300
Mario's Food Products	868-1841
Morton Salt Company	843-6173
Prince Macaroni of Michigan	372-9100
Ralston Purina Company	477-5805
Red Pelican Food Products, Inc.	921-2500
Schmidt Noodle Company	921-2053
Shedd-Bartush Foods, Inc.	868-5810
Velvet Food Products	937-0600

MEAT PRODUCERS, PACKERS

Ed Barnes Provisions	963-7337
Broome Sausage Company	922-9627
Clover Meat Company	833-9050
Detroit Veal & Lamb, Inc.	962-8444
Feldman Brothers	963-2291
Flint Sausage Works (Salays)	(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
Pett 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
WWJ AM-FM-TV	222-2588

NON-FOOD DISTRIBUTORS

Arkin Distributin Company	349-9300
Cleanway Products, Inc.	341-4363
Continental Paper & Supply Company	894-6300
Household Products, Inc.	682-1400
Items Galore	544-2014
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
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POTATO CHIPS AND NUTS

Better Made Potato Chips	925-4774
Duchene (New Era Chips)	921-0800
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
Bowlus Display Company (signs)	278-6288
Najjar's Distributing Co.	368-7544
Nu-Ad Advertising & Prom.	521-3792
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
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RENDERERS

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

SERVICES

Akers Refrigeration	557-3262
Atlantic Saw Service Co.	965-1295
Comp-U Check	569-1448
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	535-3535
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
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WAREHOUSES

Detroit Warehouse Company	491-1500
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WHOLESALE

FOOD DISTRIBUTORS

American Candy & Hosiery, Inc.	366-5430
Central 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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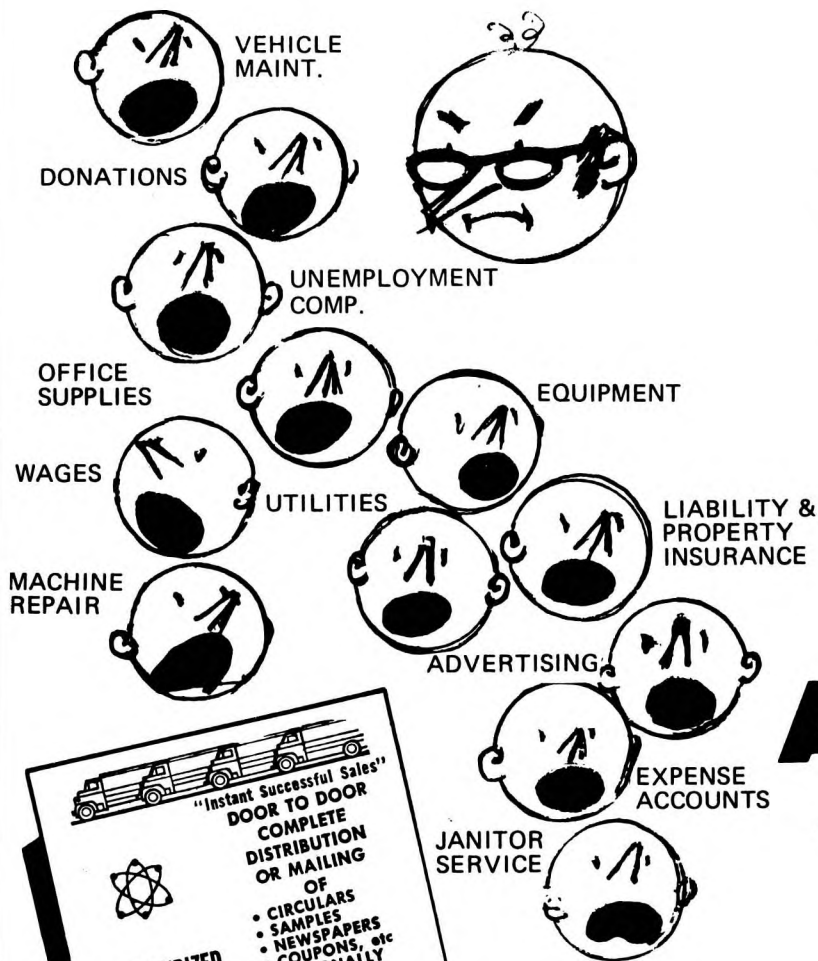
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