

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

MAY/JUNE, 1978



Harvey L. Weisberg, center, past president of the Associated Food Dealers, is shown presenting Michigan Gov. William G. Milliken with AFD's Distinguished Service Award at the association's 62nd Annual Trade Dinner. Flanking them are AFD executive director Edward Deeb, left, and current president Ray Shoulders.

What's bigger than 16 ounces?



Pepsi-Cola's new money-back half-liter bottles

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TERMS EXPIRING DEC. 31, 1979

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TERMS EXPIRING DEC. 31, 1980

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PAUL FELICE

Felice Quality Market

LARRY JOSEPH

Market Square

*PHIL SAVERINO

Phil's Quality Market

JAMAL SHALLAL

Grand Food Markets

*ALLEN VERBRUGGE

Verbrugge's Market

*HARVEY WEISBERG

Chatham Super Markets

**Past Presidents*



THE FOOD DEALER

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

VOLUME 52 - No. 2 • COPYRIGHT 1978

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



GREETING THE GUESTS at AFD's 62nd Annual Trade Dinner, along with Gov. and Mrs. William Milliken, center, were AFD president Ray Shoulders, left, and Michigan Court of Appeals Judge George N. Bashara, Jr., right, who installed the officers and directors.

AFD Honors Gov. Milliken at Banquet

Over 900 retailers, wholesalers, processors, manufacturers, brokers and related distributors were on hand to help the Associated Food Dealers celebrate its 62nd anniversary at AFD's Annual Trade Dinner held recently at the Raleigh House. Also attending the big AFD event were numerous dignitaries, including Michigan Gov. William G. Milliken, the featured speaker and guest of honor.

In his remarks, Gov. Milliken praised the work being done by the food and beverage industry, and touched on some areas we have been concerned with, including revising the single business tax, reviewing energy policies for our industry, and the free enterprise system as exemplified by our industry. Milliken also praised the work of AFD at the Capitol in presenting thorough position papers on the various issues, and the efforts made by AFD's executive director. He said he was looking forward to continued cooperation with AFD on any issues affecting the food industry.

AFD presented a Distinguished Service Award to Gov. Milliken for providing outstanding leadership, while striving for effective and efficient government and fostering greater participation by the citizenry. Distinguished Service Awards were also presented to Detroit Recorder's Court Judge Dalton Roberson for

exemplary leadership in the judicial field enabling our industry and the community to reduce crime on the streets; and to Sidney Brent, longtime AFD member and director for dedicated leadership and service to AFD and the industry. Making the presentations were AFD President Ray Shoulders, past-president Harvey L. Weisberg and Ed Deeb.

Michigan Court of Appeals Judge George N. Bashara, Jr., installed the officers and directors. New President Ray Shoulders, operator of Shoulders' Markets, Detroit, called for expanded membership programs and seminars. He also called for more training programs to get needed people into business and the food industry, including minorities. "We have too many tax-eaters and not enough tax-payers." Shoulders told the big AFD crowd. "We have a great country, but not enough has been said about how good we are, and too much has been said about how bad we are." He urged the business community to take a leadership position on providing jobs, training and education, and the move to help reduce taxes.

Gene Peare, president of Detroit Association of Grocery Manufacturers' Representatives (DAGMR), also addressed the audience, and commended the fine work of AFD, and offered assurance that DAGMR would continue to cooperate and work closely with AFD on mutual programs or issues. Also present at the speaker's table was Robert Keil, president of the Detroit Food Brokers Association, who made a special presentation to President Shoulders.

State Senator David Holmes also addressed the banquet attenders, and presented a concurrent resolution of tribute to AFD, jointly sponsored and passed by the State House and State Senate (No. 411). Sen. Holmes and the Resolution praised the outstanding efforts made by AFD and the industry in behalf of the citizens of Michigan, and the important impact made in the community.

Among the dignitaries joining AFD at its annual dinner, included State Senators Patrick McCollough and David Holmes; State Representatives Ted and Steve Stopczynski, Ray Hood, Matthew McNeely, Frank Wierzbicki, Casmer Ogonowski, Joseph Young and George Cushingberry; Detroit Councilmen Jack Kelly, Nicholas Hood, Ken Cockrel, David Eberhard, Herbert McFadden; Detroit City Clerk James Bradley; LCC Commissioner Thomas Van Tiem; Lottery Bureau's James Culver; Highland Park Mayor Jesse Miller; Michigan Dept. of Agriculture's John Caulkins; Frank Russell of the Detroit Board of Zoning Appeals; Recorder's Court Judge Powell; former State Public Service Commissioner William Rawls, and former Detroit Councilman Carl Levin.

(Continued on Page 13)

DETROIT RENDERING COMPANY

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SUPERIOR SERVICE — TOP MARKET VALUES

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"First We Render Service"

AFD MEMBER

Stroh A Party



It's that time again.



EDWARD DEEB

OFF THE DEEB END

Are You Ready?

On December 3rd of this year, one of the most important pieces of legislation ever imposed on our food and beverage industry by the citizens of Michigan will take effect.

Of course you are aware this is when the controversial mandatory returnable beverage container law is implemented. By the sounds and looks of things, our industry remains confused and neither manufacturers, wholesale distributors or retailers are yet ready to cope with it.

Manufacturers of soft drink and beer are still somewhat undecided as to what types of containers, be they glass, metal or plastic, are going to be used, and how many sizes of each will be made available to consumers and retailers. Already millions have been spent re-tooling beverage production lines for returnable containers, purchasing the necessary containers themselves, and constructing or leasing additional warehouse space to store the returnable cans and bottles.

Retailers are confronted with the task of building additional storage areas to existing stores, or if room unavailable, reorganizing the stores to provide for storage of containers. Confusion still exists in that the vast majority of retail store operators are undecided as to which containers, sizes and varieties they will be stocking and selling, depending mostly on available space and consumer demand.

Wholesale beer distributors are undecided as to how the returnable beer containers will be handled both at the store level, and internally with their drivers, and unable to determine which system will be generally acceptable to all concerned parties.

Retailers in particular, still feel a central deposit system could be efficiently implemented to assure greater movement of "empties" out of the stores, especially for the smaller stores which do not have adequate storage areas. (AFD has passed a resolution calling for such a system.)

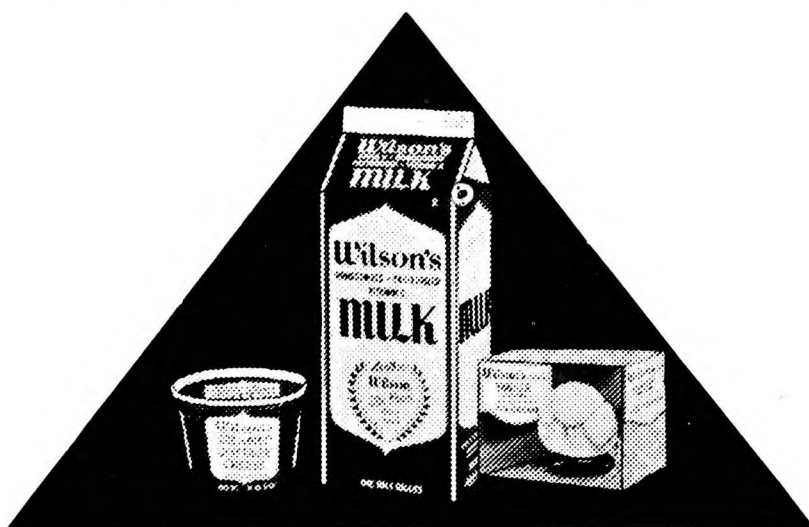
You can see that our industry is not yet ready to cope with this costly, and what we still feel to be a most discriminating and unfair piece of legislation. Nevertheless, we must adhere and live with the law which takes effect this Dec. 3rd.

No matter how we feel personally, the key question which looms with the passing of each day is: "Are You Ready?"

There are still numerous other questions and systems requiring answers and understanding. The sooner we as an industry deal with the gut issues, the better we will all be.



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THE PYRAMID OF QUALITY COVERS THE MITTEN



THE PRESIDENT'S CORNER

Vocational Education: Key to Juvenile Delinquency

By RAY SHOULDERS
AFD President

The key to dealing with the serious national problem of juvenile delinquency put simply, is rehabilitation through vocational education and training programs.

At the present time, our national, state and local governments feel the way to deal with wayward youth is to give them a basketball, or provide facilities to play handball and tennis during the summer months.

The fact of the matter is that we do not provide enough motivation in training and disciplining the minds of our youngsters to accept the responsibilities of being a good citizen, while permitting the youth to cope with the real problems confronting all of us.



SHOULDERS

The youngsters today are impatient and restless. They want something meaningful to keep them occupied and out of trouble, while preparing them for future careers and jobs will provide them both with the comforts of life and needed stability.

Society's approach to dealing with juvenile delinquency is geared to dealing with the bodies of our youth, but not their minds. The mind is every bit as important — or more so — than the body, and thus, we're missing the boat.

The minds of our youngsters must be trained so they can be both qualified to deal with the pressures of modern-day life, as well as understanding the importance of individual responsibility.

I have long felt that parents have failed in their responsibilities to their children on the home front. Parents are not equipped to deal with the fact that their children have too much time on their hand, and not enough to keep them busy.

On the other hand, I feel that government at the federal and state levels should establish a Leisure Institute to deal with youth, senior citizens and the frustrations of everyone who simply have too much time on their hands.

One way to solve the problem is to keep the minds of youngsters equally as busy as their bodies. At the same time they are performing sports activities, we must stimulate them by keeping their minds alert, and fed with a variety of education which will help them cope. We must also provide the basics of a career or jobs which will make them much more useful than at present.

We often talk about rehabilitation programs, but really I see no effective program currently going on to deal with juvenile delinquency. The simplest answer society comes up with is send the kid to an institution.

That's fine, well and good. But what happens when the youth gets out of the institution and has to face the public again, or get a job to take care of his family, or whatever? Obviously, bringing his basketball or tennis racket won't help.

The answer as I said earlier is rehabilitation through vocational education and training programs. There is no other way.

The Test Of Time . . .

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AFD MEMBER

PICK A PAIR IS COMING YOUR WAY!

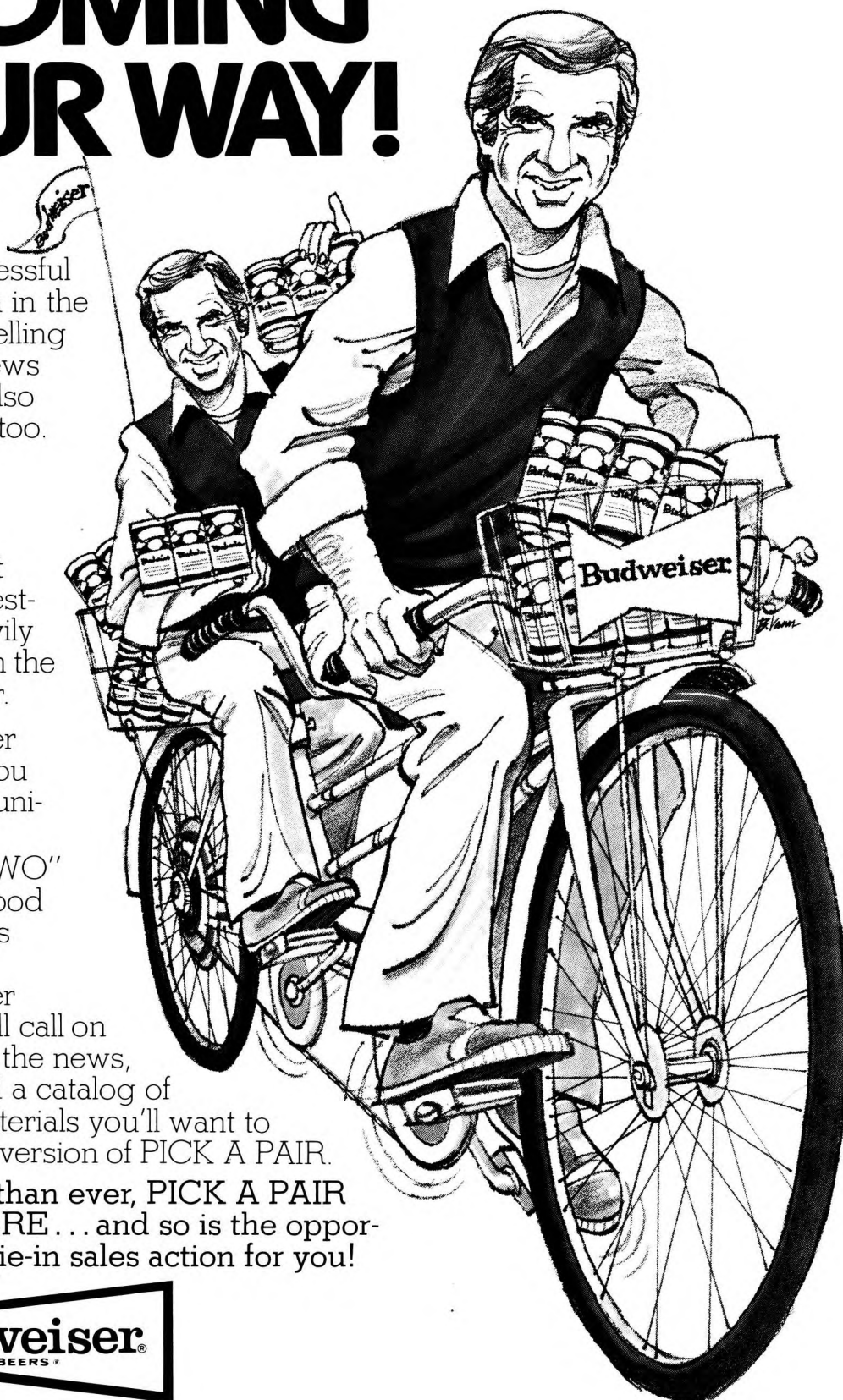
The most successful annual promotion in the history of beer-selling is always big news for us...but it's also very big for you, too. For a pair of good reasons:

1. It's a proven sales-builder built around the largest-selling, most-heavily advertised beer in the world: Budweiser.

2. More than ever before, it offers you countless opportunities to tie in with "TAKE HOME TWO" specials on any food or beverage items you select.

Your Budweiser representative will call on you soon with all the news, all the details, and a catalog of all the display materials you'll want to cash in on the '78 version of PICK A PAIR.

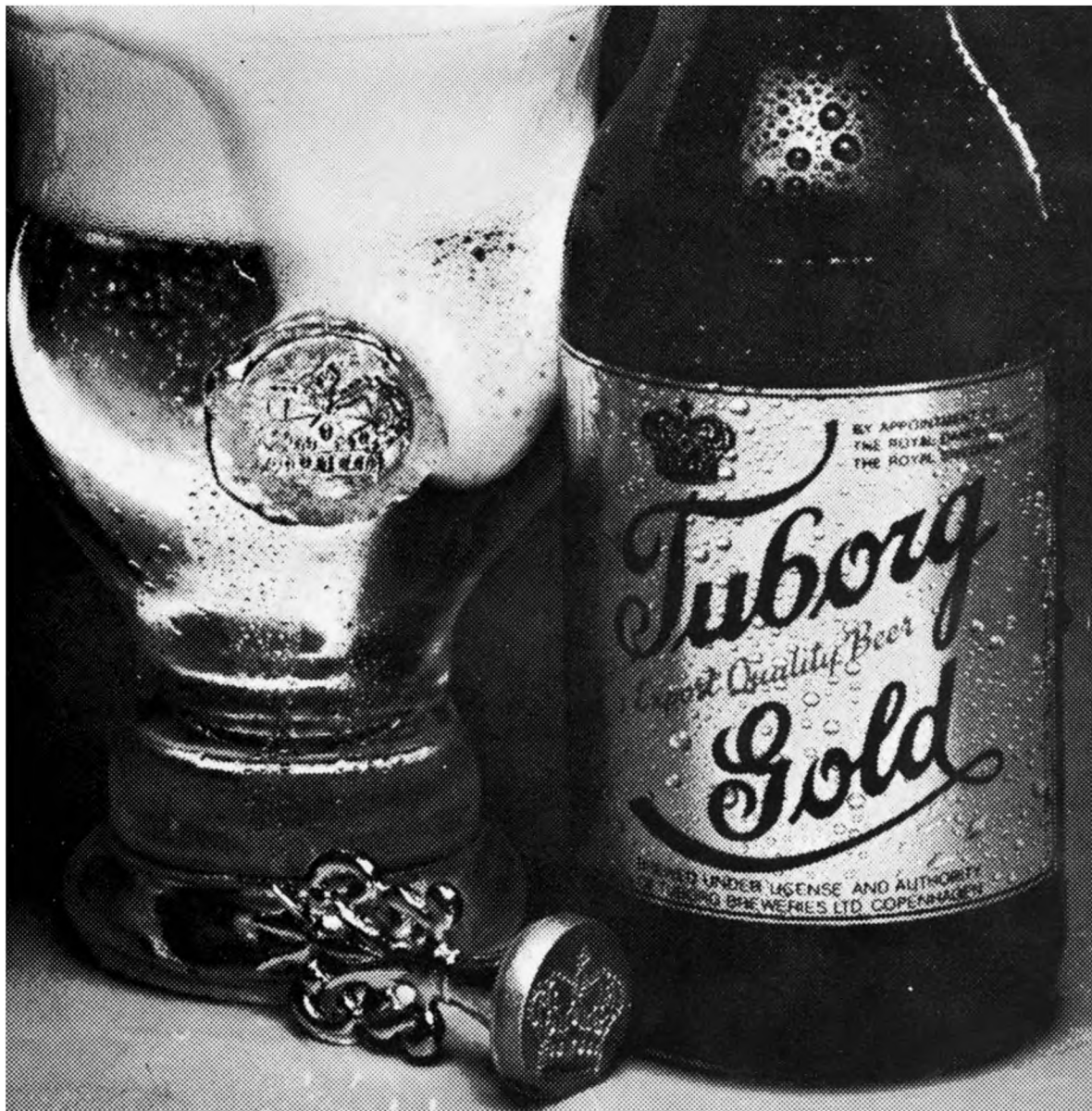
This year, more than ever, PICK A PAIR IS EVERYWHERE...and so is the opportunity for extra tie-in sales action for you!





AFD FOOD TRADE DINNER
62nd Anniversary
A CAMERA-EYE'S VIEW





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.

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**over 4 million
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Mohawk Vodka, 80 proof
Made from 100% grain neutral spirits
MOHAWK LIQUEUR CORP., DETROIT, MICH.

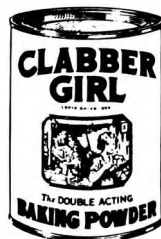
**THE KEY
TO GOOD BAKING
IS**



**THE SMART BAKER
BAKES FROM**

Scratch

SHE USES



**SHE
BUYS
MORE
GROCERIES**

Six Promotions At Inman Brokerage

Paul Inman Associates, Inc., an AFD member, recently announced six promotions as recommended by the firm's management committee.

Robert W. Faustyn was promoted to senior supervisor in charge of frozen and general merchandise, retail department in Detroit.

Kris Brinker was promoted to direct sales in the firm's Detroit food service division.

Ronald Sadowski was promoted to schematics specialist in the Detroit office.

Patrick R. Hayes was promoted to field supervisor in the Detroit office.

Two promotions were also announced for the firm's Toledo office. Marvin Hoffman was promoted to the direct sales staff, while James Samulski was promoted to field supervisor in Toledo.

RETAILERS WHY FUSS?

**LET THE A.F.D. PROCESS ALL YOUR COUPONS
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COUPONS MEAN CASH!

Drop Them Off or Mail to:

ASSOCIATED FOOD DEALERS

125 W. Eight Mile Rd.

Detroit, Michigan 48203

AFD Honors Milliken

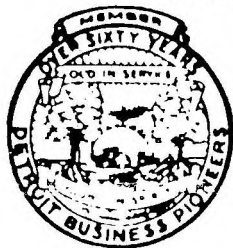
(Continued from Page 4)

A successful event such as this, certainly cannot go without proper thanks and acknowledgement to those who helped make it possible. So, in behalf of Banquet Chairman Phil Lauri, and the entire AFD membership, our sincerest thanks and appreciation go out to the Pepsi-Cola Company for once again hosting and sponsoring our cocktail hour; to H. J. Van Hollenbeck Dist. for supplying the tasty dinner wines; and Borden Company, Superior Potato Chips and Kar-Nut Products Company for providing the snacks and chips during the cocktail hour.

Also, our sincere "thank you" to the following firms for assisting us by sponsoring the banquet; Borden Company, Carling National Breweries, Darling & Company, Detroit Coca-Cola Company; Detroit Rendering Company, Grocers Baking Company, Paul Inman Associates, Kar-Nut Products Co., Kraft Foods, Ludington News Company, Melody Farms Dairy, Metroplex Beverage Company, Pepsi-Cola Company, Scot Lad Foods, Stroh Brewery Company, Superior Potato Chips, H. J. Van Hollenbeck Dist., Velvet Food Products, Viviano Wine Importers, Wayne Soap Company and Ira Wilson & Sons Dairy Co. We also wish to thank the Bowlus Sign Company for the attractive signs and table cards . . . and the Detroit News and the Detroit Free Press for providing all the photographs.

The AFD's members and directors are truly grateful to the above companies and to ALL companies and their representatives who attended the big annual celebration, as well as to the advertisers in our program issue of THE FOOD DEALER magazine. Many thanks to all of you for everything . . . and we really mean it!

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Good Service

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DETROIT, MICH. 48217

AFD MEMBER



AFD PRESIDENT Ray Shoulders takes time out at the association's 62nd annual trade dinner to chat with Michigan Governor William Milliken to explain some of the goals and programs AFD is currently involved in.

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Around the Town

Joe Nathan Clark, who last year piloted a White Freightliner over 125,000 accident free miles for Faygo Beverages, Inc., an AFD member, was named driver of the year by the soft drink firm. Phil Feigenson and Anthony Wieszkowiak presented Clark with a color TV before an annual dinner reception of drivers.

* * *

R. J. Siegel, assistant division sales manager for Kellogg Sales Company, Detroit, has been named distribution manager for the firm's food service marketing division.

* * *

Walter Shoulders, son of AFD President Ray Shoulders, was recently named a lieutenant of the Detroit Police Department. We extend our congratulations to Walt, a nine-year veteran of the force.

* * *

Frank N. Gregory has been appointed the manager for the direction and responsibility of all phases of the Michigan Liquor Control Commission's store and warehouse operations, according to an announcement by Richard Newell, business manager.

* * *

Richard B. Mervine has been named BBDO-Detroit account executive on the Pepsi-Cola Metropolitan Bottling Company of Michigan account, according to Jack Kraushaar, vice-president of the New York-based advertising agency.

* * *

Ronald J. Kowalski, president of Kowalski Sausage Company, an AFD member, was recently re-elected president of the Greater Detroit Chamber of Commerce's food council.

* * *

Charles R. Chandlers, formerly with the Michigan Bankers Association, is the new executive director of the Michigan Food Dealers Assn., Lansing, succeeding Don E. Taylor who remains with MFDA as director of state and federal relations.

* * *

Harry E. Mayers Associates, an AFD member, recently announced that Ed Chester is now a partner in the Southfield-based brokerage company.

* * *

Peterson & Vaughan, Inc., an AFD broker member, announced that Doug Ross has joined the firm as manager of its food service operations.

* * *

The formation of American Food Associates, Inc., a brokerage company, has been announced by Max Neher, Lou Piscopo, Ralph Hartsoe, John Riley and Robert Theisen. The new firm is located at 34171 Schoolcraft, Livonia, Mich. 48150; the telephone is 522-7860.

Faygo Reports Record Sales

Faygo Beverages, Inc., an AFD member with headquarters in Detroit, reported the company had record sales and earnings in its 1978 fiscal year recently ended. Morton Feigenson, president, said U.S. and Canadian sales rose 18 percent to \$52.3 million from \$44.3 million in fiscal 1977. Faygo does not report profits but Feigenson said the company's 1978 earnings were up significantly.

The firm today distributes its products in 16 states, from St. Louis, Mo. in the west, to Baltimore, Md. in the east.

Faygo also recently broke ground for construction of a new 30,000 square-foot warehouse as part of what will be a major expansion and rehabilitation of the company's manufacturing operation on Detroit's near east side.

Feigenson said the program is scheduled for completion late this year and will permit the firm to maintain its present work force of 320 persons, and gradually increase employment by 25 percent. Attending the formal ground-breaking ceremony was Detroit Mayor Coleman A. Young and other city officials.

The capital investment Faygo is committing to the expansion is for equipment needed to adapt its plant to producing soft drinks in deposit containers by Dec. 3 when the container law (Proposal A) recently passed by voters takes effect.

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.



You can buy a lot of groceries with half a million dollars

Half a million dollars. Mutual of Omaha has paid that much in benefits to the Associated Food Dealers in the past 15 years. Half a million dollars.

Half a million dollars to your fellow members in Disability Income Protection benefits. Regular monthly benefits they used as they saw fit when a covered sickness or accident kept them from working. That's the beauty of Mutual of Omaha's Disability Income Protection, you use the money the way you want to: rent, clothing, school tuition... and of course, groceries.

Half a million dollars. That's just one of the reasons why the Associated Food Dealers

officially endorses this program for its members and their employees.

And United of Omaha, the life insurance affiliate of Mutual of Omaha, also offers Life Insurance Protection to Associated Food Dealers members. An extra cushion between their families and financial worry.

Disability Income Protection for members and their employees, and Life Insurance for members. Three excellent reasons to contact the nearest Mutual of Omaha office. Call today or fill out the coupon and return it for more information about any of these fine plans. These Mutual of Omaha representatives will provide personal, courteous service in helping to select the plan that's right for your needs.

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Southfield, Michigan • 313 569-2200

Harold Hahn
East Detroit, Michigan • 313 774-3060

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- ☐ Disability Income Protection for me
- ☐ Disability Income Protection for my employees
- ☐ Life Insurance

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Address _____

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The Sounding Board

To AFD:

Helen and I greatly appreciated the opportunity to be with the members of Associated Food Dealers during your 62nd Annual Food Trade Dinner.

I also deeply appreciate the Distinguished Service Award presented to me by the AFD. That very beautiful plaque will be a continuing reminder to me of the very enjoyable evening and my very good working relationship with your organization.

William G. Milliken
Governor of Michigan
Lansing

I wish to take this opportunity to thank the Associated Food Dealers for presenting me with your Distinguished Service Award at your recent trade dinner. I was only sorry I was unable to personally accept this high honor bestowed upon me. You can be sure the beautiful plaque will be placed in a position for all to see. Again, thank you for the honor.

Sidney M. Brent
Kenilworth Market
(and AFD Director)
Detroit

It was a pleasure meeting with your staff and reviewing your internal procedures on coupon handling recently. On behalf of the Nielsen Clearing House, please extend our thanks to your staff and association directors for the continued support, excellent cooperation and accurate records dealing with coupon redemption. Both our production department and myself enjoy working with an association of your caliber.

Ronald L. Baker
Nielsen Clearing House

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City _____ (State) _____ (Zip) _____

Owner's Name _____

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Yes ☐ No ☐

An Invitation to Join A.F.D.

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

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



This used to be the best advice offered for staying healthy.

"An apple a day keeps the doctor away." A nice sentiment, but handing out apples to each of your employees is not going to assure them — or you — of healthier employees or lower insurance payments next year.

However, handing out this card to your employees can. Michigan HMO is a prepaid Health Plan with emphasis placed on preventive health care services.

As an employer, you can well appreciate the lower cost and added advantages of Michigan HMO. Our plan is designed to encourage physicians to keep their patients healthy.

With the cost of traditional medical benefits constantly on the rise, doesn't it make sense to look closely at a health plan that is exactly that — a plan to keep your employees healthier and more productive?

"An ounce of prevention is worth a pound of cure." Another nice sentiment . . . and one that still holds.

Call or write today for details at 2200 Edison Plaza Bldg., 660 Plaza Drive, Detroit, Michigan 48226; phone 961-1610.



Michigan HMO Plans is a non-profit corporation now serving over 32,000 subscribers with 40 health centers staffed by over 400 physicians in Wayne, Oakland and Macomb Counties. An Alternative to the Blues.

Merchandising

"Taste it, you may never try another vodka," is the theme behind **Izmira**, the newest vodka on the market. It is imported from Turkey and made from a large white sugar beet, according to **Harvey W. Ewald and Associates**, area representatives for the product.

* * *

In a move designed to balance account responsibilities among its principal advertising agencies, **Hiram Walker, Inc.**, an AFD member, has assigned its **Royal Canadian Whiskey** account to **Simons Michelson Zieve, Inc.**, Detroit, effective Sept. 1, 1978. The brand, formerly handled by **Foote, Cone & Belding**, Chicago, represents nearly a half-million in ad billings.

mm

* * *

John Sullivan, president of **Sullivan Sales**, Detroit, an AFD member, was recently presented the annual Sales Achievement Award by **Anaconda's Consumer Products Division**. The award was presented in New York City.

* * *

Sahakian & Salm, an AFD broker member, was recently recognized by **Singleton Packing Corporation** as its Broker of the Year in a presentation made at St. Petersburg, Fla.

* * *

Faygo Beverages, Inc., an AFD member, recently announced the promotion of **Larry M. Stamos** to

supervisor and sales merchandiser. **Stamos** joined **Faygo** in 1975 as an assistant route salesman, and was formerly a salesman for a Detroit area Ford dealership.

* * *

Representatives of **Detroit Coca Cola Bottling Company** and **Coca-Cola USA** examined the special problems, and opportunities, of soft drink retailers operating in the inner-city areas at its recent meeting held at the **Detroit Plaza Hotel**.

* * *

Pepsi-Cola Company recently announced a special advertising and merchandising promotion for its **Mountain Dew**, which has climbed in sales dramatically over the past four years to where it is ranked seventh nationally.

* * *

Lauder's Scotch recently climbed to fourth place among the 68 brands of Scotch listed or sold in Michigan, according to an announcement made by the company.

* * *

Peterson & Vaughan, Inc., an AFD member, was recently appointed representative for **Quality Bakery Company's** **Mountain Top** frozen pies for the Detroit area; and representative for **Gol-Pak Meat Corporation's** complete line of portion control meats, specializing in veal steaks and patties.



Spartan Sales \$600 Million

Spartan Stores, Inc., an AFD member, announced at its annual stockholders meeting in Lansing that sales reached a record \$611.2 million for its fiscal year ending March, 1978, according to **Raymond M. Dutmers**, president and chief operating officer.

This is an increase of \$78.6 million or 15 % over the previous year. **Dutmers** said this illustrates the "tremendous success and growth" of the independent retailer in Michigan.

Robert Woodrick of Grand Rapids was newly elected to the **Spartan** board of directors. **Sam Cosma** of Pontiac and **Russell Van Gilder** of Fenton were both re-elected to three-year terms on the board.

Gene E. Morrison, **Spartan** senior vice-president and assistant general manager, presented the financial report to stockholders. **Morrison** announced that **Spartan Stores** was presently responsible for 14.1 percent of total retail food sales in the state of Michigan.

**Advertising in The Food Dealer
Means Communicating with
Your Important Retail Customers!**

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ANNOUNCING A PROMOTION TO HELP YOU SELL MICHIGAN AGRICULTURAL PRODUCTS



HERE'S WHAT WE'RE DOING...

1. Six 30 second TV Public Service Announcements.
2. Twelve 30 and 60 second radio Public Service Announcements.
3. Bumper Stickers in 2-color vinyl with "Good Things Growing In Michigan" slogan.
4. "Fighting Fear With Facts About PBB." pamphlets — for meat and dairy customers' information.
5. Self-stick vinyl labels with "We're Proud To Feature Michigan Products In Our Store".
6. Self-stick vinyl labels with "Good Things Growing In Michigan" slogan.
7. Tour Guide: "A Cook's Tour Of Good Things Growing in Michigan" - Twelve tours throughout the state by product area along with related recipes.
8. Canvas Tote Bags with "Good Things Growing In Michigan" slogan.
9. Leaflets with theme "Good Things Grilling In Michigan" reverse of leaflet contains outdoor cooking hamburger recipes.

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DEPARTMENT OF AGRICULTURE
LEWIS CASS BUILDING — P.O. BOX 30017
LANSING, MI 48909 (517) 373-1104

Six New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food and beverage association and service organization, representing over 2,800 members, wishes to welcome aboard six new supplier members to the association. Their names, addresses and phone numbers are as follows:

AMOCO OIL COMPANY, Standard Oil division, producers of petrochemical products and operator of service stations, 21700 Northwestern Hwy., Tower 14, Southfield, Mich. 48043; phone (313) 275-5500.

GENERAL FOODS CORPORATION, manufacturer and distributor of a variety of food and grocery products, 12001 Farmington Rd., Livonia, Mich. 48150; phone (313) 427-5500.

PROCTER & GAMBLE COMPANY, manufacturer and distributor of a variety of food and non-food products, P. O. Box 1246, Dearborn, Mich. 48126; phone (313) 336-2800.

DART MEATS, wholesale meat distributors, 1427 Division, Detroit, Mich., 48207; phone (313) 831-7575.

DETROIT FOOD & BEVERAGE, magazine publishers, 23155 Northwestern Hwy., Southfield, Mich. 48075; phone (313) 355-5410.



TAKING TIME OUT to socialize at AFD's recent 62nd annual trade dinner are, from left, Bud Stedman of the Greater Detroit Chamber of Commerce's food council, and John Naughton and William Swanson of the Borden Company.

GROSSE POINTE REAL ESTATE, commercial and residential real estate brokers, 19329 Mack Ave., Grosse Pointe Woods, Mich. 48236; phone (313) 882-0087.

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 23 often. In fact, clip it out of *The Food Dealer* and post near your phone.

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Action is**



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McMAHON BROKERAGE ADDS TO STAFF

McMahon & McDonald Food Brokers has added six to its sales and marketing staff and announced two promotions, according to president Douglas W. McDonald.

In the Detroit office, Roger McBride joined the firm as sales manager of the frozen foods department. Louis Champine was recently added to its Detroit staff as a retail supervisor.

Ken Evans, Mrs. Bonnie Balsamo and Joe Kossak have been also added to the firm's retail staff to provide broader retail coverage. Robert Burt was added to the firm's Grand Rapids staff.

Mike McDonald was recently promoted to food service account executive in the Detroit office, while Bill Cochrane was promoted to combination man for the Detroit marketing area.

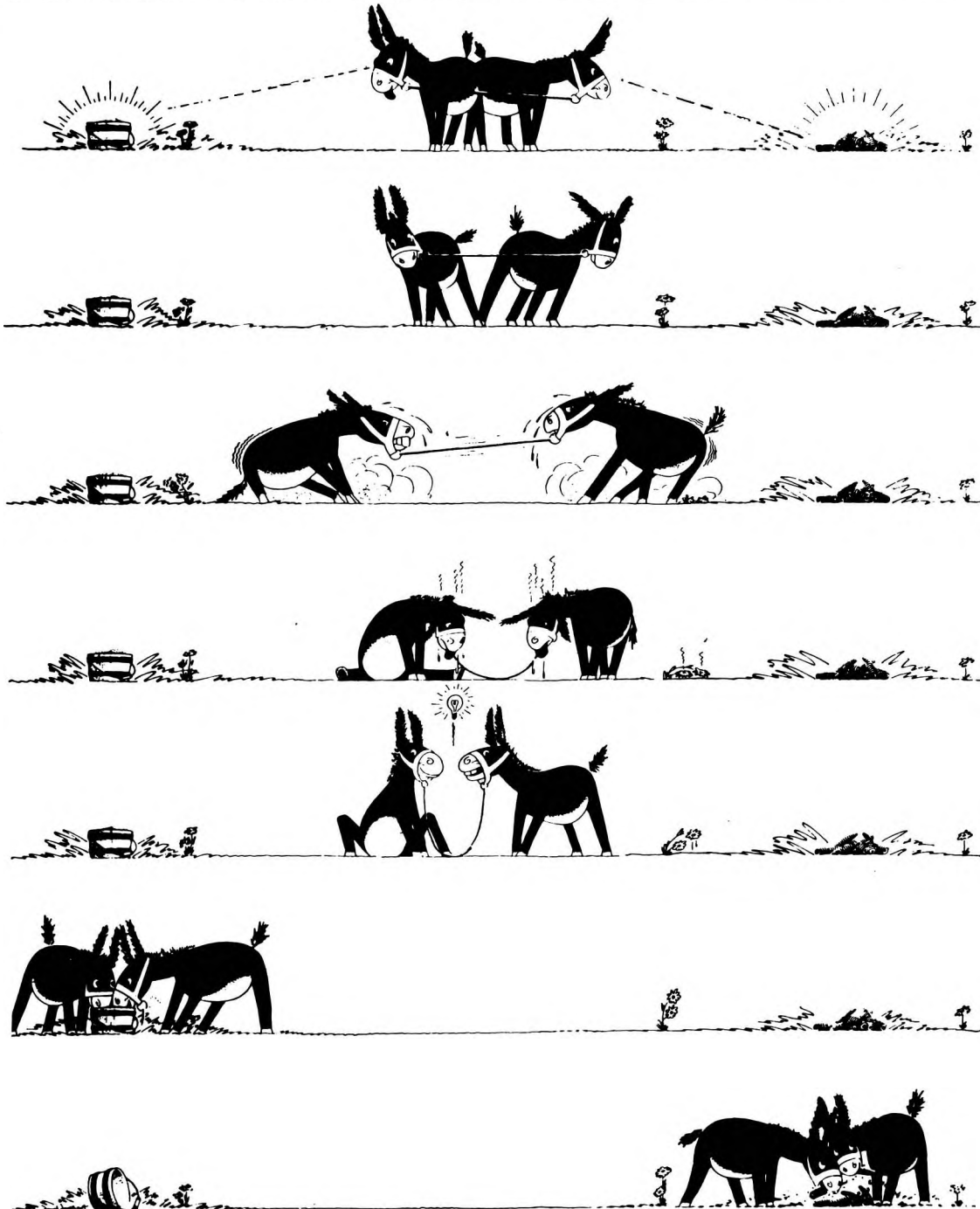


TWO BROKERS FORM KEY SALES-MARKETING

Two Michigan food brokers — the Stiles-DeCrick Company of Harper Woods, and the C.E. Stehouver Company of Grand Rapids — have announced the formation of Key Sales and Marketing.

Key Sales and Marketing offers total regional coverage of Michigan's lower peninsula while maintaining local ownership and responsibility. This new marketing concept offers principals a team of over 33 sales people without necessitating the need for a merger as companies have done in the past.

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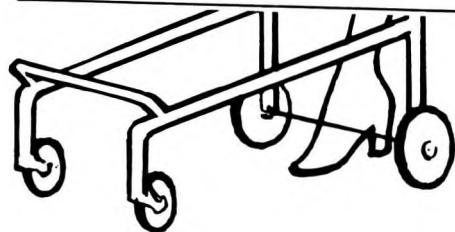
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Support These AFD Supplier Members

BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	522-1100
Farm Crest Bakeries	554-1490
Grennan Cook Book Cakes	259-1310
Grocers Baking Co. (Oven-Fresh)	537-2747
Independent Biscuit Company	584-1110
Koeplinger's Bakery, Inc.	967-2020
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Taystee Bread	986-3400
Vita-Wheat Baked Pds.	543-0888
Wonder Bread	963-2330

BEVERAGES

Action Distributing Company	427-8300
Anheuser-Busch, Inc.	642-5888
Arrow Liquor Company	271-3100
Brooks Sun-Glo Pop	396-2371
Canada Dry Corporation	937-3500
Carling Brewing Company	941-0810
Cask Wines	849-0220
Coca-Cola Bottling Company	897-5000
J. Lewis Cooper Co.	835-6400
Faygo Beverages	925-1600
Greater Macomb Beer & Wine Dist.	468-0950
Home Juice Company	925-9070
Hubert Distributors, Inc.	858-2340
International Wine & Liquor Company	843-3700
Kozak Distributors, Inc.	925-3220
Don Lee Distributors, Inc.	584-7100
L & L Wine Company	491-2828
Metropolx Beverage Corp.	897-5000
Miller Brewing Company	465-2866
Mohawk Liqueur Corp.	962-4545
National Brewing Company (Altes)	881-7924
National Distillers Products	366-2033
O'Donnell Importing Company	386-7600
Pabst Brewing Company	871-8066
Pepsi-Cola Bottling Company	366-5040
Schenley Affiliated Brands	353-0240
Jos. Schlitz Brewing Co.	522-1568
Seagram Distillers Co.	345-5330
Seven-Up Bottling Company	937-3500
Somerset Importers, Ltd.	424-8799
St. John Wine Company	961-5900
Stroh Brewery Company	961-5840
H. J. Van Hollenbeck Distributors	293-8120
Vernor's RC Cola	833-8500
Viviano Wine Importers	883-1600
Hiram Walker, Inc.	851-4800
Wayne Distribution Co.	427-4400
Vic Vertz Distributing Company	293-8282

CATERING HALLS

Royalty House of Warren	264-8400
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BROKERS, REPRESENTATIVES

Acme Food Brokerage	968-0300
Allstate Sales-Marketing, Inc.	535-2070
R. F. Brown Sea Food Company	517-484-5428
B-W Sales	546-4200
Continental Food Brokerage	255-5880
Embassy Distributing	352-4243
Mid-America Food Brokers	478-8840
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
Nationwide Food Brokers	569-7030
Northland Marketing	353-0222
Peterson & Vaughan, Inc.	478-6800
The Pfeister Company	355-3400
Sahakian & Salm	962-3533
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
Tom Davis & Sons Dairy	894-0022
Detroit City Dairy, Inc.	868-5511
Detroit Pure Milk (Farm Maid)	837-6000
Grocer's Dairy Company	254-2104
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
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 & Son 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
Orleans Poultry Company	833-1847

FISH AND SEAFOOD

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

FRESH PRODUCE

Cusumano Bros. Produce Company	921-3430
Faro Vitale & Son	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

Abacus Inventory Specialist	362-3110
Approved Inventory Specialists Co.	571-7155
Gohs Inventory Service	353-5033
J & S Inventory Service	935-2100
George R. Shamie, CPA	474-2000
Washington Inventory Service	557-1272

INSURANCE, PENSION PLANS

Bill O. Brink Agency	569-2200
Ward S. Campbell, Inc.	(616) 531-9160
Michigan HMO Plans	961-1610
Mid-America Associates	585-7900
Mutual of Omaha	569-2200

MANUFACTURERS

Del Monte Foods	564-6977
General Foods Corporation	427-5500
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
Procter & Gamble Company	336-2800
Ralston Purina Company	477-5805
Red Pelican Food Products, Inc.	921-2500
Shedd-Bartush Foods, Inc.	868-5810
Velvet Food Products	937-0600

MEAT PRODUCERS, PACKERS

Ed Barnes Provisions	963-7337
Bogie Farm Products	571-6331
Caniff Sales Corporation	365-5445
Dart Meats	831-7575
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
Peschke Sausage Company	368-3310
Peter Eckrich & Son, 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 Food & Beverage	355-5410
Detroit Free Press	222-6400
The Detroit News	222-2000
Food Dealer Magazine	366-2400

Kalamazoo Gazette	(616) 345-3511
Landon Associates	356-3480
The Macomb Daily	463-1501
The Oakland Press	332-8181
Observer & Eccentric Newspapers	261-8600
Port Huron Times Herald	(1) 985-7171
WJBK-TV	557-9000
WWJ AM-FM-TV	222-2588

NON-FOOD DISTRIBUTORS

Amoco Oil Company (Standard)	275-5500
Arkin Distributing Company	349-9300
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
Superior Potato Chips	834-0800

PROMOTION

Action Advg. Dist. & Mailing Company	964-4600
Bowlus Display Company (signs)	278-6288
Stephen's Nu-Ad Advertising & Prom.	521-3792
Sperry & Hutchinson Company	(616) 534-0322
Stanley's Adv. & Distributing Company	961-7177
Steve Advertising Company	965-5865

REAL ESTATE

Grosse Pointe Real Estate	882-0087
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RENDERERS

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

SERVICES

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
Keene Pittsburgh-Erie Saw	835-0913
Photo-Scan Midwest, Inc.	552-5772
United Energy Mgt. Systems	353-9474

SPICES AND EXTRACTS

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

STORE SUPPLIES AND EQUIPMENT

Almor Corporation	399-3320
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
Midwest Refrigeration Company	566-6341
Multi Refrigeration Inc.	399-3100
Pappas Cutlery & Grinding	965-3872
Square D Environmental Contracting	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

Arrow Salvage Company	894-7401
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
Lombardi Fine Foods	548-4222
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
Scot Lad Foods, Inc.	(419) 228-3141
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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