

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

WINTER, 1978



The new officers of the Detroit Association of Grocery Manufacturers' are pictured above. From left to right, front row: president Irv Kander, Jack Wheeler, James Jackson. Second row: James Kothe, Gerald Schoendorf, Charles Batcheller. Top row: Gene Peare, Ray Amyot, Carl Leonhard and Bert Cohen. Not pictured is Pamela Mitchell.

Michigan, you got the best of us.



At the same old prices.

OFFICERS – 1978

RAY SHOULDERS, President
Shoulders' Markets
JERRY YONO, Vice-President
J. A. Y. and Son Mkt.
MOYED NAJOR, Vice-President
Starlite Super Markets
TONY MUNACO, Treasurer
Mt. Elliot-Charlevoix Mkt.
EDWARD DEEB
Executive Director

DIRECTORS

TERMS EXPIRING DEC. 31, 1978
DON HARRINGTON
Meat-N-Place

*PHIL LAURI

Lauri Bros. Super Market

DIRECTORS

TERMS EXPIRING DEC. 31, 1979

STAN ALBUS
Stan's Market

JACK AZZAM

American Oriental Grocery

THOMAS GEORGE

T-J's Food Center

R. JERRY PRZYBYLSKI

Jerry's Food Markets

*LOUIS VESCIO

Vescio Super Markets

DIRECTORS

TERMS EXPIRING DEC. 31, 1980

LAFAYETTE ALLEN, JR.

Allen's Super Markets

SIDNEY BRENT

Kenilworth Market

ROBERT COVERSON

People's Service Center

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. 4 • COPYRIGHT 1978

EDWARD DEEB, *Editor*

THELMA SHAIN, *Advertising Director*

SARAH VAN DER HEYDEN, *Office Secretary*

CATHERINE CARRIERE, *Insurance Secretary*

The Sounding Board	Page 4
Off the Deeb End	6
The President's Corner	8
Around the Town	10
Merchandising	12
AFD' Suppliers' Directory	19



The Food Dealer (USPS 082-970) is published quarterly by the Associated Food Dealer 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. Send Form 3579 to 125 W. 8 Mile Road, Detroit, Michigan 48203.



The above is the emblem for the Michigan Department of Agriculture's "Good Things Growing in Michigan" campaign which is being promoted and co-sponsored by AFD and other food and agricultural organizations in Michigan. Plan to tie-in with the campaign.

The Sounding Board

To the AFD:

I wish to personally thank the Associated Food Dealers for honoring me at your recent Awards Banquet. Please extend my thanks and gratitude to all of your members.

Gus Harrison
Commissioner
Michigan Lottery

I would like to thank the officers, directors and members of AFD for honoring me as one of your Salesmen of the Year. I feel deeply honored and will always cherish the beautiful plaque presented to me. Thanks so much.

Isadore (Izzy) Malin
Belmont Paper Company

Call William Jeffers for fast, accurate inventory service.



It's true . . . we're a
nationwide company
. . . one of the largest
in the country, in fact.
But we pride
ourselves on
personalized service
at the local level. Just
call — we'll show you
what we mean!



**WASHINGTON
INVENTORY
SERVICE**
since 1953

17336 W. 12 Mile Road, #200
Southfield, Michigan 48076
(313) **557-1272**

Inman Brokerage Makes Several Promotions, Changes

The board of directors of Paul Inman Association, and AFD member, recently announced several promotional and organizational changes. The following promotions were made by the firm:

Alvin Hoppe, to senior vice-president of frozen foods; James W. Maguire, to senior vice-president and account executive; J. E. Donald Bauman, to senior vice-president of canned goods sales; John C. Cosmos, to senior vice-president and general manager of the firm's Grand Rapids division; Philip Fischioni, to vice-president and grocery account executive.

Other changes include: Ronald Fairchild, to vice-president and grocery account executive; Bruce Butler, to vice-president and director of confectionery sales; Michael McCoy, to vice-president and director of non-foods sales; Dale Thurston, to vice-president and sales manager of frozen foods; Dennis Hoppe, to vice-president and account executive of frozen foods; Douglas Atkins, to vice-president and account executive of frozen foods; Richard Domine, to vice-president of sales, Saginaw division; and Kenneth Elwert to vice-president and director of corporate systems and administration.

In addition, the Inman firm announced that David Vail, president of Vail-Inman Associates, a corporate affiliate headquartered in Miami Lakes, Florida, was elected to the firm's board of directors.

A Special Invitation

Associated Food Dealers'
63rd Annual Trade Dinner

TUESDAY, MARCH 20, 1979
THE RALEIGH HOUSE
25300 TELEGRAPH ROAD, SOUTHFIELD

Ladies Invited

Cocktail Hour: 6:30 PM

Dinner Served: 7:30 PM

Dancing follows the Program

Tickets: \$50/couple

For Reservations or Information call AFD

(313) 366-2400

Sell the money order with the name people are already sold on.



Let's face it. All money orders are basically the same.

Except American Express® Money Orders. To begin with, they're more reliable. More acceptable. They carry the name of a respected financial institution that's known around the world. And that has been in the money order business since 1882.

As far as your initial financial obligation, there is none. You don't pay us anything—until a money order is sold.

And when it comes to reporting, no other money order can beat us for ease. We handle all the reconciling, too.

American Express Money Orders take

none of your valuable shelf space, and you'll find them to be the most profitable square foot in your store.

Add to that our extensive selection of point-of-sale materials, and you'll be amazed to find out just how much store traffic American Express Money Orders will generate.

Since you need only one money order, carry the best in the business.

In Michigan, call the Associated Food Dealers, (313) 366-2400, or Bryan Barlow, dist. sales mgr., (313) 823-0550.

You'll see for yourself. It pays to do business with American Express Money Orders.



American Express. The money-making money order.

Members of Associated Food Dealers are exclusive agents for American Express among Michigan food merchants.



EDWARD DEEB

OFF THE DEEB END

The Pipeline

Probably the greatest single attribute of our industry is the efficiency of getting food and beverage products from the farmer to the processor to the wholesaler to the retailer, and finally to the consumer.

The pipeline, as it is also referred to, along with the factors of competition as well as supply and demand, has been responsible for keeping food prices more stable and in line, when compared with other industries.

As an association, AFD regularly learns of various problems and situations involving our membership. The issue receiving more comment of late from smaller food merchants involves the difficulty in having product delivered to them by wholesale companies.

Most of the retailers confronted with this type of situation fall into a "marginal" category, that is, too small to get regular deliveries, and too large to have to continually pick up their products at wholesale cash and carry branches.

Wholesalers rationalize that the regularly increasing cost of doing business has placed them in a situation where large minimum orders are required to justify increased cost, including increased delivery charges.

Retailers argue they need the service of full-line wholesale companies, and are more than willing to pay whatever the delivery charges to assure a regular flow of products to their stores, and the opportunity to enjoy better pricing than usually exists in the cash-carry branches.

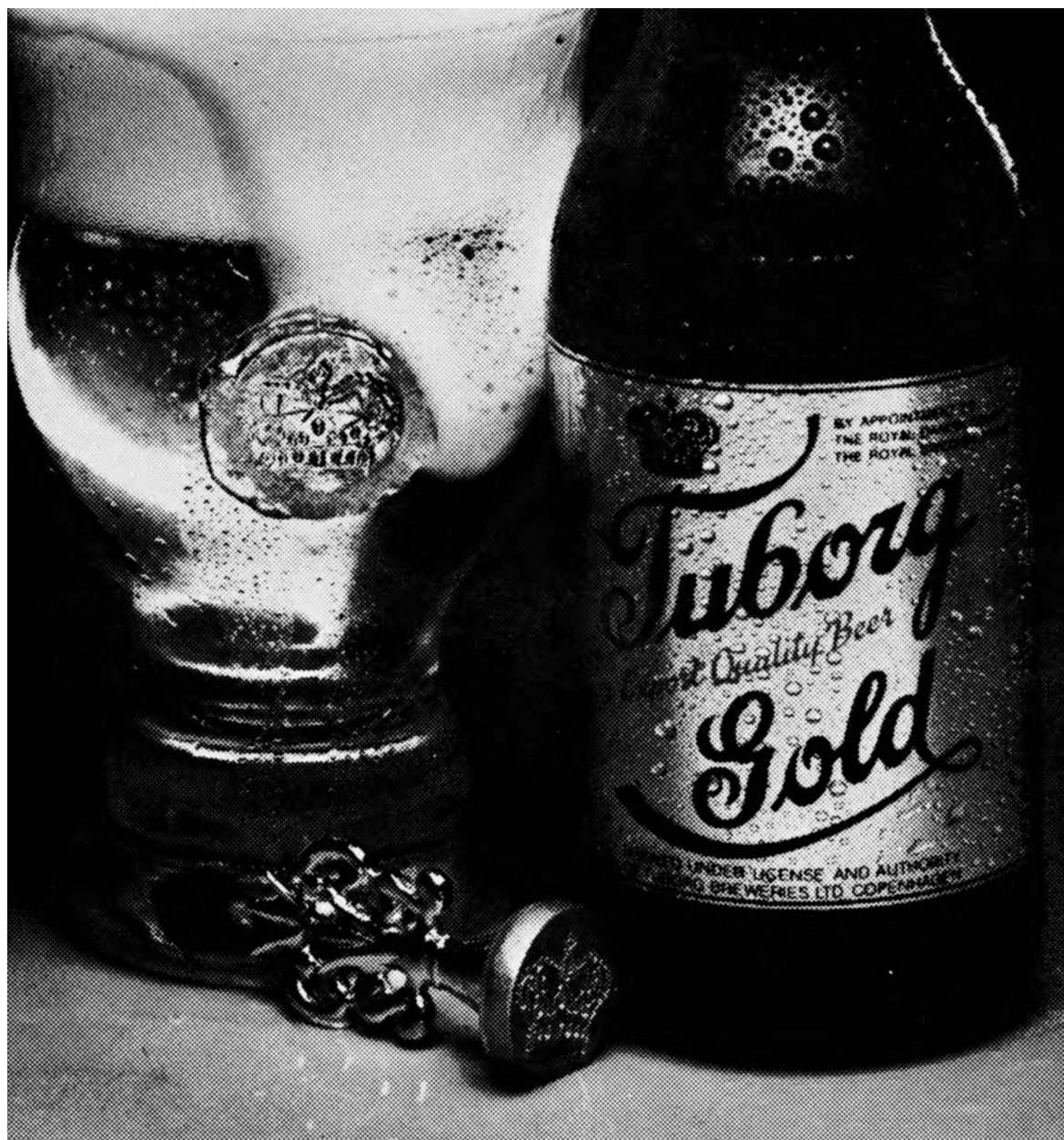
Smaller outstate or even out-of-state wholesalers, swamped with calls from retailers to come to their aid, are attempting to expand their services and fulfill the void which presently exists between wholesalers and retailers, but only to a small degree.

No doubt it is a frustrating feeling for both wholesalers and merchants caught in this type of situation. It is also sad, because wholesalers usually pride in their supportive services to their customers, while attempting to keep stores more competitive. Sad for the retailer, too, especially those trying to build a larger and more successful business to barely survive, if not make a living.

It appears this is one issue which requires some serious attention. No easy solution, that's for sure. But somehow, somehow, with serious discussion and dialogue, perhaps a method can be found to permit both a wholesaler to service such accounts, and a retailer to benefit from the wholesaler's service.

What do you think?





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.

THE PRESIDENT'S CORNER

AFD's 62nd Year Ends On Successful Note

By RAY SHOULDERS
AFD President

This is my final column of the year as president of the Associated Food Dealers. Hopefully however, from time to time, I will be able to express my views as a guest columnist.

As usual, 1978 was a busy and hectic year for the AFD and all food and beverage distributors. Looking back over the year, the same things which plagued our industry in the past, lingered on to affect our businesses once again, including general inflation, high unemployment and an unstable economy due not only to supply and demand of products, but the international situation as well.

The year 1978 will probably most notably go down in infamy so far as retailers, soft drink companies, breweries, wholesale distributors and beverage drivers are concerned. For on Dec. 3, the law implementing the returnable carbonated beverage container act went into effect, and has caused confusion, chaos and frustration ever since.

Due to the unfairness of this beverage law in Michigan, all eyes of the nation are upon us. Ap-



SHOULDERS

parently the thought is: if it succeeds in Michigan, it will succeed nationally. If it does not succeed in Michigan, it won't go nationally either.

I for one am fully supportive of the attempt to repeal the law by the Citizens for Freedom of Choice, which was spearheaded by the Associated Food Dealers.

It has been a real pleasure and honor to have served as the first black president in AFD's 63-year history. In so doing, I am confident that I have helped to bring harmony and brotherhood to not only AFD, but to our entire industry. I have also learned first hand the numerous industry problems with which the association is confronted with, and constantly trying to assure justice and fair play for all of us where it counts . . . in the community, with government, the news media, etc.

In closing, I wish to pay a special "thank you" to our executive director Ed Deeb and the AFD administrative staff. They worked very closely with me and made my job that much simpler.

I also wish to thank all of the officers, directors, members and friends who assisted me during this year, including our supplier companies who supported our events and activities.

Without all of your help, our many successes in this 13th consecutive record year for AFD, would not have been possible.

Thank you all very much, and rest assured I will continue to support the organization for the betterment of our membership in any way possible.

THE WAYNE SOAP COMPANY



Growing thru Giving
Good Service

BUYERS OF BONES
FAT, TALLOW &
RESTAURANT GREASE

842-6000

DETROIT, MICH. 48217

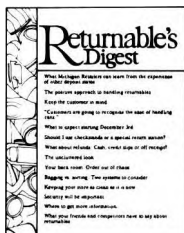
AFD MEMBER

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

Phone (313) 366-2400

A little booklet, a "hot" phone number, and a "can-do" attitude will help make you a winner

The booklet is our *Returnable's Digest*. It's been a big hit with the food and beverage industry this fall at meetings of the Michigan Food Dealers Association, the Associated Food Dealers, and the Michigan Soft Drink Association.



The *Returnable's Digest* has been prepared by the Can Manufacturers Institute especially for Michigan retail stores, restaurants and bars, as a guide to developing efficient handling methods for returnables and minimizing sanitation and security problems. It's based on the experience of other deposit states and on scores of interviews with food and beverage people throughout Michigan. Contact us for a copy.

Call 1-800-638-8242.

If the *Digest* doesn't answer all your questions, give us a call on our toll-free hotline. We've got knowledgeable people ready to help you with all sorts of problems. They've already provided dozens of people with information on redemption methods, back room storage, outdoor returnables sheds, security procedures, and special transport and storage carts suppliers. Call us any time from 8-5 on weekdays. We'll record your message at other times and get back to you as soon as we can.



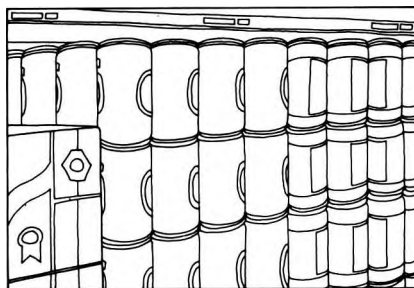
Workshops.

We've probably already held a workshop on returnables management in your area. If we haven't, and you're interested in having one, call us on our hotline number and we'll see what we can do to help.

You supply the "can-do" attitude.

Even with our *Digest* and our toll-free hotline, you still need a "can-do" attitude. That's recognizing the inherent advantages of cans over other beverage containers in an all-returnable market. Beverages in cans have always been one of your highest profit items. They save space on retail shelves and in restaurants and bars.

Cans will be easier for retailers to count and refund. And they'll be easier and safer for everyone to sort and store. Your suppliers will appreciate how much simpler it is for them to pick up empty cans.



Yet the advantages of cans don't end with food and beverage retailers and wholesalers. More of your customers and patrons will prefer cans after December 3rd. Convenience is the main reason. Retailers know that customers will prefer toting cans back and forth rather than bottles. Cans are much lighter, so they'll be easier to take home, store, and return. Cans chill faster, too, and your customers don't have to worry about them breaking.

Here's the "can-do" attitude of one Michigan retailer:

"I believe in Michigan you're going to see a substantial increase in can volume. I think customers are going to recognize the ease of handling cans as opposed to bottles. I think we're going to recognize the ease. And I think our distributors are going to recognize certain advantages. So, I think all three of us will direct our efforts pretty much in the same direction and that's toward cans."



So, there you are. The *Digest*, the hotline, the "can-do" attitude. We hope they help you out, so that when cans start coming back for deposit, you'll come out ahead.



While you're making things work at your end, watch for CMI's consumer advertising campaign, featuring former Detroit Lion great, Alex Karras. He'll be reminding your customers that, "Now, Beverages in Cans Make More Sense Than Ever." Full-page newspaper ads ran during the week of November 6 and will run again on December 3rd in 19 major Michigan cities. Television and radio advertisements began in early November in the state's top 5 regional broadcast markets and will continue through January 1979, stressing the added advantages of cans in the all-returnable Michigan market.

Now, beverages in cans make more sense than ever.



Around the Town

After 44 years, **Wolverine Packing Company**, an AFD member, proudly announced recently it still delivers a box of meat products to the small retailer, according to **Dan Poullos**, the firm's vice-president and national sales director. He said the firm will undertake a massive public relations program during 1979.

* * *

Scot Lad Foods, Inc., an AFD member, recently announced the appointment of **Doug Jones** as its sales manager of its Lima division.

* * *

Spartan Stores, Inc., an AFD member, recently announced new officers of its board of directors. **Sam Cosma** of Atlas Foodland, Pontiac, is the new board chairman, and has been an active member of the board since 1964. **Russell Van Gilder** of Fenton was elected vice-chairman, and **Philip Williams** of Hillsdale was elected secretary-treasurer. Making the announcement was Spartan president **Raymond Dutmers**.

* * *

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

1923 Frederick • Detroit

571-2500

"First We Render Service"

AFD MEMBER

Faygo Beverages, an AFD member, announced the recent appointment of **Edward Forest** as branch manager of its Livonia distribution center. Forest joins Faygo from **Vernor's, Inc.**, where he last served as Michigan sales manager.

* * *

Acme Food Brokerage, an AFD member, has announced the appointment of **Leonard Lubanski** to the position of frozen food account manager. Leonard, a native Detroit, was formerly connected with the **Green Giant Company**.

* * *

Frederick & Herrud, Inc., an AFD member, recently announced several promotions and appointments. **Allen Charlupski** was named vice-chairman of the board; **Joel Dorfman** was named executive vice-president; **Louis Glazier**, vice-president of administration; **Donald Braam**, to senior vice-president as well as general manager of **Herrud & Co.**, a subsidiary; **Marvin Schefflin** as vice-president and treasurer; and **John Stein** to vice-president of sales and marketing.

* * *

Henry Pahl, general sales manager of **Borden's Dairy & services division**, was the recent featured speaker before **Borden's Quarter Century Club**, at its recent annual dinner. Anyone who has served the company 25 years or more is an automatic member of the club.

* * *

Miller Brewing Company, an AFD member, recently filed a complaint with the Federal Trade Commission, asking FTC to stop **Anheuser-Busch** from continuing its advertising campaign which characterizes its beers as natural products. Miller claims the Bud campaign is "designed to mislead consumers."

* * *

Peterson & Vaughan, an AFD broker member, recently announced the addition of three new members to its board of directors. They are: **Floyd Cary**, president of **Lee W. Hilewick & Associates**, Toledo; **Christopher Gopigian**, treasurer of **P&V**; and **Douglas Ross**, executive vice-president of **P&V**.

* * *

McMahon & McDonald Food Brokers, an AFD member, recently elected four of its employees to the firm's board of directors, according to an announcement by **Douglas W. McDonald**. They are: **Richard Baldwin**, Grand Rapids branch manager, vice-president; **Donald Evans**, Toledo branch manager, vice-president; **Thomas Hahn**, Saginaw branch manager, vice-president; and **Roger McBride**, frozen foods sales manager, vice-president.



INTRODUCING XR-1000 U.S.D.A.-APPROVED

THE OFFICIAL A. F. D. ALL-PURPOSE SUPER CLEANER/DEGREASER

XR-1000 is concentrated, and yet super powerful.

- SAFE • NON-TOXIC • NON CAUSTIC
- NON-CORROSIVE

XR-1000 is bio-degradable, 100% phosphate-free, non-polluting, non flammable, non-fuming and contains NO harmful acids or abrasives.

Why use cleaners off-the-shelf at up to \$6.00 per gallon-mixed (the common green & yellow spray bottle) when you can have a superior cleaner approved by the U. S. D. A., approximately 56 cents

per gallon mixed (15:1 ratio) or (1 ounce in a pint spray bottle of water)?

XR-1000 can be used by hand, spray bottle, high pressure cleaner, mops, floor scrubber or any other method you may choose.

XR-1000 is highly effective on grease, oil, gum, dye, carbon, smoke stains, blood, floor wax and finishes, price marking ink, etc.

SPECIFIC USES: Food equipment floors, walls, ceilings, price changes, oven cleaning, sinks, toilets, urinals, stripping, metal filters, almost anything.

SPECIAL ORDER FORM

A. F. D. Super Cleaner/Degreaser Concentrate — We herewith place the following order:

_____ 5 Gallon pail(s) @ \$37.50 per pail —

_____ 55-Gallon drum(s) @ \$ 295.00 per drum

Store/Company _____

Address _____

City _____ State _____ Zip _____

Signature _____ Phone _____

Check one: ☐ We will pick up when ready, please phone

☐ Please ship to us COD at above address, via U. P. S.

Make checks payable to: The Associated Food Dealers and mail with order.

Note: Prices are FOB — AFD Office, Detroit, Michigan and are good through June 1.

Merchandising

James K. Tamakian Company, an AFD member, has been appointed representative for **Near East Food Products'** two new items: precooked Couscous and Tabouleh Wheat Salad, according to the firm's president, Jack Kalajian. The Tamakian brokerage has represented Near East Foods on all its other consumer and institutional items for the past seven years.

* * *

Sahakian & Salm Food Brokers, an AFD member, recently announced that **North Star Foods**, processors of frozen turkey products, has awarded the company with its "Browned Breast" award for outstanding sales achievement during 1978.

* * *

The **Pfeister Company**, an AFD member, recently announced its appointment as representatives for **Universal Foods**, manufacturer of both Red Star active, dry and compressed yeast, and a full line of Stella Cheeses. Pfeister will represent the firm in the Detroit, Flint, Saginaw, Bay City and Toledo areas. William Stridiron and Chuck Preston will serve as account executives.

Peterson & Vaughan, Inc., an AFD member, was recently appointed the retail and food service broker for **Akron Packing Company**, beef processors, for the state of Michigan. Peterson & Vaughan was also named representative for Magic Mountain Herb Tea, and New York Frozen Foods.

* * *

Warner Vineyards of Paw Paw, an AFD member, recently announced that its Solera Cream Sherry and Solera Port both won gold Monde Medals in the 1978 World Selection of Wines, Spirits and Liqueurs judging held recently in Geneva, Switzerland.

* * *

Stroh Brewery Company, an AFD member, has increased 1978 beer shipments to where they reached a company record of 6.3 million barrels, up 3-1/2 percent over 1977, according to an announcement by **Peter W. Stroh**, president. It is the fourth consecutive year of record shipments.

* * *

Don Winston of **Allstate Sales-Marketing**, an AFD member, and Messrs. Tom Fanos and James Kokones of **Tom Fanos Associates**, jointly announced recently the merger of the Fanos firm into Allstate. The merged firm's phone number is (313) 535-2070.

* * *

The Dairy Division of the **Southland Corporation** operator of 7-11 Stores, an AFD member, recently announced it has joined The National Foundation March of Dimes in support of the annual Mothers March on Birth Defects.

The Test Of Time . . .

94 Years
Of
Successful
Service



To Slaughter Houses, Wholesale &
Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

Darling & Company

3350 Greenfield Road
WA 8-7400
Melvindale, Michigan

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

AFD MEMBER

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.



The Finest Selection of Wines from Around the World

H. J. Van Hollenbeck

Master Distributors in Michigan for:

Romano-Cucamonga (California)
Hanns Kornell Champagne (California)
Cora Asti Spumante (Italy)
Cora Vermouths (Italy)
Franciscan (California)
Chantefleur (France)
Blue Angel Liebfraumilch (Germany)
William Deutz Champagne (France)
Villa Banfi (Veronese-Italy)
Riunite Lambrusco (Italy)
Schwanberg (Austrian)
Patriarche (France)
Josef Wehr (Germany)
Alianca Rose (Portugal)
Pierre Bertin (France)
Golden Bishop - Liebfraumilch (Germany)
San Martin (California)
Stags Leap Cellars (California)
Angelo Papagni (California)
LaVan Champagne (New York)
Alexis Lechine Wines and selections (France)
Schmitt & Sohne (Germany)
Bell'Agio (Italy)

Very good selection of Premier Grand Cru
Wines of Bordeaux

Imported By:

H. J. VAN HOLLENBECK DIST. INC.

LOCAL DISTRIBUTORS

Macomb County - H.J. Van Hollenbeck Dist., Inc - Toll free
(800) 552-6240

Oakland County - H.J. Van Hollenbeck Dist., Inc - Toll free
(800) 462-7660

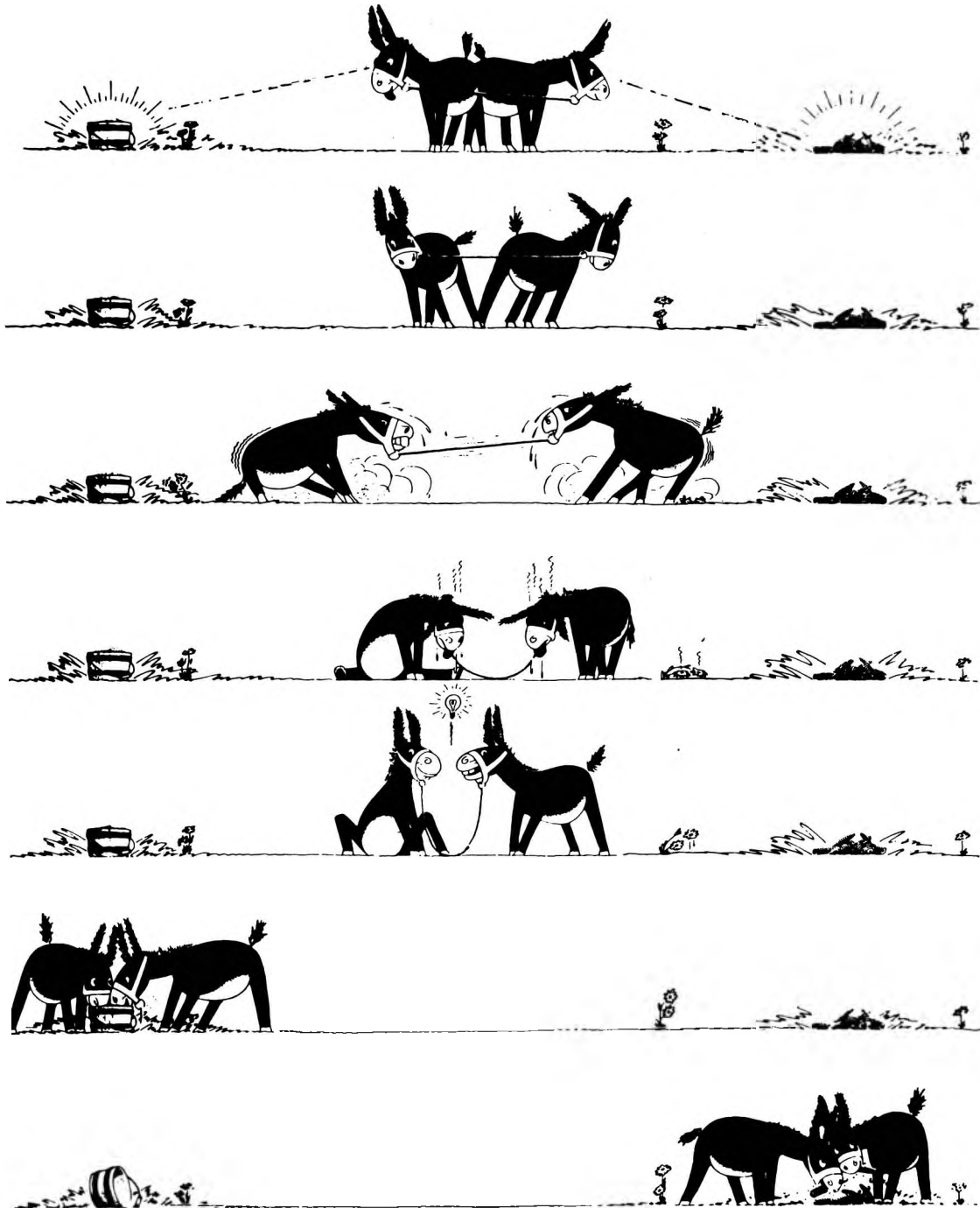
Abe Cherry Dist.	Detroit	(313) 873-0992
Arbor Beverage	Ann Arbor	(313) 662-9592
Anderson Dist. Co.	Jackson	(517) 782-8179
Bellino's Quality Beverage	Trenton	(313) 675-9566
Botsis' Beverage	Holland	(616) 396-2359
Central Beverage	Cadillac	(616) 775-2466
Central State Dist.	Mt. Pleasant	(517) 773-9027
Century Beverage	Flint	(313) 743-7700
D - B Dist.	Bay City	(517) 686-1690
Dixon Dist.	Traverse City	(616) 947-0020
Don Lee Dist.	Detroit	(313) 584-7100
Draves Dist.	Bad Axe	(517) 269-8581

F & F Dist.	Muskegon Heights	(616) 733-2280
Four Seasons Dist.	Iron Mountain	(906) 774-6373
Griffin & Templeton Dist.	West Branch	(517) 345-0540
Huron Dist.	Cheboygan	(616) 627-2191
John Gatiss Dist.	Munising	(906) 387-2024
John Nate Beverage	Dowagiac	(616) 782-2566
Kent Beverage	Grand Rapids	(616) 538-2850
Kozak Dist.	Hamtramck	(313) 925-3220
Lipinski Distributors	Escanaba	(906) 786-3121
Marchetti Dist.	Sault Ste. Marie	(906) 632-2321
Paw Paw Wine Dist.	Kalamazoo	(616) 657-6105
Petipren Dist.	Port Huron	(313) 364-6011
Pike Dist.	Marquette	(906) 475-9936
C. Riffel & Sons	Saginaw	(517) 752-8365
Robinette Dist.	Adrian	(517) 265-6248
Sky Pac Enterprises	Detroit	(313) 896-7200
Verderese Dist.	Lansing	(517) 489-9455

Now two locations to serve the Retail Licensee - 60 N. Rose, Mount Clemens, and 2720 Auburn Ct., Auburn Heights
H. J. Van Hollenbeck Distributors, Inc., 60 North Rose Street, Mt. Clemens, Michigan 48043

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

WHEN WE ALL PULL TOGETHER



EVERYBODY BENEFITS

JOIN THE
ASSOCIATED FOOD DEALERS

125 W. EIGHT MILE ROAD • DETROIT, MICHIGAN 48203 • PHONE (313) 366-2400



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 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.

Robert Arnholt
Warren, Michigan • 313 574-1600

Bill O. Brink
Southfield, Michigan • 313 569-2200

Harold Hahn
East Detroit, Michigan • 313 774-3060

Bob Hassett
Mount Pleasant, Michigan • 517 772-2981

Gerald Lamberson
Lansing, Michigan • 517 323-4775

Ken Peters
Flint, Michigan • 313 238-0417

Len Raskin
Marquette, Michigan • 906 228-6222

R. F. Roloff
Grand Rapids, Michigan • 616 942-9770

James W. Speers
Ann Arbor, Michigan • 313 769-4160

Harold Wise
Saginaw, Michigan • 517 799-3254

Tony Xouris
Kalamazoo, Michigan • 616 323-0200

**Mutual
of Omaha** 
People you can count on...

Life Insurance Affiliate:
United of Omaha
MUTUAL OF OMAHA INSURANCE COMPANY
HOME OFFICE: OMAHA, NEBRASKA

Associated Food Dealers
125 West Eight Mile Road • Detroit, Michigan 48203

YES! I am interested in more information about:

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

Name _____

Address _____

City _____ State _____ ZIP _____

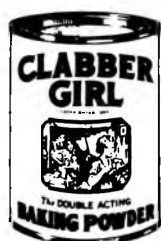
THE KEY
TO GOOD BAKING
IS



THE SMART BAKER
BAKES FROM

Scratch

SHE USES



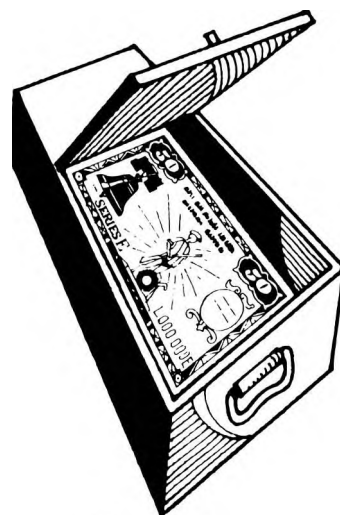
SHE
BUYS
MORE
GROCERIES

**Where the
Action is**



Join the AFD
For Action and Results.

Phone
(313) 366-2400



**Safe
Deposit.**

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

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

MEMBERSHIP APPLICATION

Name of Firm _____

Address _____

City _____ (State) _____ (Zip) _____

Owner's Name _____

Check One: Retailer ☐ Supplier ☐

Do you wish Blue Cross Coverage?

Yes ☐ No ☐

An Invitation to Join A.F.D.

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

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

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.

FOR DETAILS...WRITE OR CALL
MICHIGAN
DEPARTMENT OF AGRICULTURE
LEWIS CASS BUILDING – P.O. BOX 30017
LANSING, MI 48909 (517) 373-1104



Let Us Redeem Your Coupons!

GET ONE LUMP-SUM

CHECK FOR YOUR COUPONS —

- Saves You Valuable Time
- Don't Tie Up Needed Cash
- No Sorting Necessary
- No Counting Necessary
- Sure and Accurate
- Send or Drop-off Coupons to —

ASSOCIATED FOOD DEALERS

125 W. Eight Mile Rd.

Detroit, Michigan 48203

Phone (313) 366-2400

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

Support These AFD Supplier Members

BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	522-1100
Farm Crest Bakeries	554-1490
Grennan Cook Book Cakes	896-3400
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	386-1610
Taystee Bread	986-3400
Vita-Wheat Baked Pds.	543-0888
Wonder Bread	963-2330

BEVERAGES

Action Distributing Company	591-3232
Anheuser-Busch, Inc.	642-5888
Arrow Liquor Company	271-3100
Canada Dry Corporation	937-3500
Carling Brewing Company	941-0810
Cask Wines	849-0220
Abe Cherry	923-0044
Coca-Cola Bottling Company	897-5000
J. Lewis Cooper Co.	835-6400
Faygo Beverages	925-1600
Greater Macomb Beer & Wine Dist.	468-0950
Heath Wine & Spirits	382-2334
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
Metropex Beverage Corp.	897-5000
Miller Brewing Company	465-2866
Mohawk Liquor Corp.	962-4545
National Brewing Company (Altes)	881-7924
National Distillers Products	366-2033
Needham & Nielsen Sales	476-8735
O'Donnell Importing Company	386-7600
Pabst Brewing Company	525-7752
Pepsi-Cola Bottling Company	362-9110
Jos. Schlitz Brewing Co.	522-1568
Seagram Distillers Co.	345-5330
Seven-Up Bottling Company	937-3500
Spirits Marketing, Inc.	393-2220
SquirtPak Sun-Glo Pop	(616) 396-2371
St. Julian Wine Company	961-5900
Stroh Brewery Company	259-4800
H. J. Van Hollenbeck Distributors	469-0441
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
-------------------------	----------

BROKERS, REPRESENTATIVES

Acme Food Brokerage	968-0300
Alistate Sales-Marketing, Inc.	535-2070
Bob Arnold & Associates	646-0578
R. F. Brown Sea Food Company (517)	487-5428
B-W Sales	546-4200
Continental Food Brokerage	255-5880
Embassy Distributing	352-4243
Mid-America Food Brokers	964-0008
W. H. Edgar & Son, Inc.	964-0008
Earl English Associates	546-5100
Halling-Keil Company	357-2200
Key Sales & Marketing	885-4900
Harold M. Lincoln Co.	477-0900
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corporation	341-5905
Paul Kaye Associates	553-2230
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	352-3500
United Brokerage Co.	(616) 247-8334
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	(616) 243-0173
Land O'Lakes Creameries	(1) 483-2141
McDonald Dairy Company	(313) 232-9193
Melody Farms Dairy	525-4000

Ny-Best Distributors	(616) 694-6354
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
-------------------------	----------------

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	524-9550
Orleans Poultry Company	931-7060

FISH AND SEAFOOD

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

FRESH PRODUCE

Cusumano Bros. Produce Company	921-7100
Faro Vitale & Son	923-2200

ICE PRODUCTS

Midwest Ice Corp.	868-8800
-------------------	----------

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

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

MANUFACTURERS

Carnation Company	851-8480
Del Monte Foods	968-1111
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
Grill Meat Products	963-2710
Guzzardo Wholesale Meats, Inc.	833-3555
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
Potok Packing Company	893-4228
Primeat Packing Company	237-0087
Regal Packing Company	875-6777
Ruoff, Eugene Company	963-2430
Van Dyke Steak Company	875-0766
Weeks & Sons (Richmond)	727-3535
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	358-2580
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	296-0810
The Oakland Press	332-8181

Observer & Eccentric Newspapers	261-8600
Port Huron Times Herald	(1) 985-7171
WDIV-TV	222-0444
WJBK-TV	557-9000
WWJ AM-FM	222-2636

NON-FOOD DISTRIBUTORS

Amoco Oil Company (Standard)	275-5500
Arkin Distributing Company	349-9300
Continental Paper & Supply Company	894-6300
Environmental Chemicals	774-6540
Household Products, Inc.	682-1400
Items Galore	544-2014
The Krolic Corporation	883-3340
Ludington News Company	925-7600
Nationwide Food Brokers	569-7030
Society Pet Products	791-8844

OFFICE SUPPLIES EQUIPMENT

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

POTATO CHIPS AND NUTS

Bachman Foods	774-8880
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
Variety Nut & Date	268-4900

PROMOTION

Action Adv. 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
---------------------------	----------

RENDERERS

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

SERVICES

American Express Company	823-0550
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.	852-5772
Swiss Clean, Inc. (Taski)	478-5262
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
Black Jack Iron Works	893-7677
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	921-3400
Liberty Paper & Bag Company	566-6341
Midwest Refrigeration Company	399-3100
Multi Refrigeration Inc.	965-3872
Pappas Cutlery & Grinding	921-2345
Square D Environmental Contracting	921-2345

TOBACCO DISTRIBUTORS

Fontana Brothers, Inc.	897-4000
------------------------	----------

WAREHOUSES

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

WHOLESALE, FOOD DISTRIBUTORS

Arrow Salvage Company	894-7401
Bartley Company	(419) 893-9433
Central Grocery Company	(1) 235-0605
Continental Paper & Supply Company	894-6300
Grosse Pointe Quality Foods	871-4000
Hesano & Sons	864-6622
Kramer Food Company	585-8141
Kaplan's Wholesale Food Service	961-6561
Lombardi Fine Foods	548-4272
M & B Distributing Co.	(1) 767-5460
Merchants Tobacco, Candy, Grocery Co.	272-5800
Nor Les Sales, Inc.	674-4101
Raskin Food Company	759-3113
The Relish Shop	925-5979
Scot Lad Foods, Inc.	(419) 228-3141
Spartan Stores, Inc.	(616) 878-2000
Super Food Services, Inc.	(517) 823-8421
United Wholesale Grocery Co.	(616) 534-5438
Abner A. Wolf, Inc.	525-7000

If your business
isn't becoming
to you

Then you should
be coming
to us.

ACTION!

ADVERTISING

**YOUR BUSINESS
COULD GET
BETTER**



ACTION ADVERTISING COMPANY

CALL (313) 964-4600 - COMPUTERIZED MAILING