



# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

FALL, 1979



**AFD GOES TO THE WHITE HOUSE**

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# THE FOOD DEALER

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ABRAM L. CHERRY, right, president of Abe Cherry Distributors, Inc., recently received the Spirit of Detroit Award for his outstanding contribution to business in the Detroit community. The award was presented by councilman Nicholas Hood at the Detroit Business and Civic League. Abe Cherry Distributors, Inc., was being honored as "business of the month". Cherry is a former AFD Award recipient.



**THIS INFORMAL DISCUSSION** of the problems of small business took place during a coffee-break at The White House Conference On Small Business. Left to right: Richard Sanford, Kalamazoo, chairman of the Michigan delegation; A. Vernon Weaver, Administrator of the Small Business Administration; Jeffrey Stone, delegate from Detroit; and Edward Deeb, your personal delegate to this important conference.

## WHITE HOUSE CONFERENCE MOVES TO STRENGTHEN SMALL BUSINESS

Representatives of the nation's more than 14 million small businesses concluded an historic five-day White House Conference on Small Business recently with a full and precise list of priorities to present to President Carter and to Congress.

At the plenary or voting session of the conference, over 1,500 delegates from the 50 states voted to recommend 60 proposals to cut taxes, boost minority owned and women owned businesses, balance the federal budget, reform the Social Security system, revise minimum wage standards, cut red tape and increase incentives for investment. The proposals constitute a "platform" for small business owners.

Of the 15 high priority recommendations, more than half deal with tax relief or financial incentives for small enterprises. Stuart Eizenstat, President Carter's domestic adviser said at the final ceremony, that the recommendations "will not be put on the shelf, but will be reviewed, personally, by the President."

Alongside the 15 priorities, the conferees passed unanimously 11 resolutions including those on implementation and the definition of small business. One resolution called "fundamental, inalienable and constitutional 'the right to start, own and manage a business without government interference,' and to 'reward from the risk, effort and

— continued on page 10

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THE TRAINING  
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# HIS RAGS COULD BRING YOU RICHES.



You're looking at the only scarecrow on earth who can draw a crowd. Just put him in your store with lots of Stroh's around, and watch the people gather.

If you need some reassuring, last year's fall promotion was the most successful in Stroh's

history.

Now it's that time again. Fall has arrived. So, take advantage of the fact that beer is a leading profit producer, and put the scarecrow in your store.

It's one sure way of reaping the harvest.

**Stroh's presents The Scarecrow Promotion.**

***Stroh's***

From one beer lover to another.

## **OFF THE DEEB END**



EDWARD DEEB

### ***The Facts Are In!***

Despite claims by proponents of Michigan's controversial returnable container law that it's working, the facts now clearly show that the annual costs to our industry and consumers do not justify the benefits received.

According to year-end statistics at the end of the first year of the law, the following facts have been verified:

1 — The impact on inadequate display and back room storage space, and the cost-ineffectiveness of the double and triple handling of returnables, have caused hardships to the industry, the retailers in particular. The fact was fairly reported by the electronic and print media in Ohio who came to see the Michigan law in action, and as a result, citizens there wisely voted overwhelmingly to defeat a similar proposal in that state.

2 — Soft drink and beer prices have increased over \$2.50 per case on the average in Michigan since the law took effect, as compared to our neighboring states of Ohio, Indiana and Wisconsin. As a result, Michigan soft drink sales are down over 15 million cases, translated to \$30 million in retail sales.

3 — Beer sales during the first year of the law were down 280,00 barrels, of 5-1/2 million cases, resulting in a beer tax revenue loss to the State of some \$2 million.

4 — Over and above original capital expenditures of \$180 million (for warehouses, store expansion, additional trucks, equipment, etc.), the Michigan law is now costing the total industry annually over \$300 million in *extra* handling costs. This amounts to over \$1 per case, and these costs must be passed along in the form of higher prices to consumers.

5 — As a result of the deposit law, the State's gas pumps are drier. Since the law took effect, the consumption of gas and diesel fuel by beverage wholesalers and distributors increased dramatically according to an energy audit. An additional 4.38 million gallons of fuel, or 325,000 extra barrels of oil, were consumed by the Michigan beverage industry in 1979 due to the law.

6 — Unsanitary conditions are a problem. As a result of foreign objects found in returnable containers, complaints to the Michigan Department of Agriculture's food inspection division are up over 150 percent compared with a year ago.

All this extra expense to only improve 14 percent of the litter problem (or 5 percent of solid waste)! There is a far better and less costly way to deal with this problem. When it comes time to provide our industry with some relief, we hope the Legislature, the Governor and various organizations help us resolve our very real problems.

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**American Express. The money-making money order.**

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



JERRY YONO

## THE PRESIDENT'S CORNER

### *Don't Miss Our Our 64th Anniversary Event March 25th!*

The date has been set for the Associated Food Dealers' 64th Annual Trade Dinner. It will be held on Tuesday, March 25 at Cobo Hall in Detroit's exciting Renaissance Center.

Although our attendance at this colorful event has reached as high as 1,300 and averages regularly over 1,000 persons, not enough retailers take advantage of the year's big night out.

AFD supplier members regularly support the event and have continuously sponsored or co-sponsored various portions of the cocktail hour, the banquet itself and the entertainment.

During this big AFD trade dinner, we take it upon ourselves in behalf of the entire industry to invite various civic and government officials and other dignitaries to give members a chance to meet with them, and they with you.

The event gives each of us — retailer, wholesaler, manufacturer and broker, a chance to get together socially, away from the pressures of your business. From the reaction we get, the ladies thoroughly enjoy making this big AFD affair.

The retailers who make it a point to attend are never disappointed. Those who have never gone, don't know what they are missing!

The next banquet, being held March 25th, will feature the fabulous Dazzlers show girls; Las Vegas comedian Jim Teter who also does hilarious impersonations of Presidents Carter, Ford and Nixon: Eddie Santini and his fine orchestra; and the Pete Baltrus strolling musicians.

So everyone mark your calendars from now and plan to be part of our big 64th anniversary celebration on March 25th at Cobo Hall.

Suppliers are reminded there is still time to sponsor various portions of the banquet and entertainment, or place your ads in the program issue of THE FOOD DEALER which is used at the banquet. And for ticket reservations, contact any of the AFD directors, or AFD office at (313) 366-2400 today.

I personally will be looking forward to seeing you there in March.

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## WHITE HOUSE CONFERENCE

— continued from page 4

genius necessary to make an independent business work'."

In a packed ballroom at the Washington Hilton Hotel, delegates heard President Carter open the Conference by stating the small business community must be strengthened to sustain a strong economy. He announced that he was sending to Congress a Message on Small Business, urging the passage of a number of initiatives to aid business.

Arthur Levitt, Jr., chairman of the White House Commission on Small Business, urged the delegates to focus on the most difficult problems and to present them with a single voice. Levitt set the theme that there is nothing small about small business. He also cited the following problems in our economy:

- *The U.S. has the highest percentage of obsolete production facilities in the industrialized world;*
- *The U.S. invests the lowest proportion of its gross national product in capital equipment of any industrialized country;*
- *The U.S. has the lowest rate of savings in the world and capital incomes from savings;*
- *The U.S. currently has the lowest rate of investment in production of an industrialized country;*
- *The U.S. has the lowest rate of productivity increase.*

Among the officials who addressed the con-

ference included Treasury Secretary William Miller, Sen. Gaylord Nelson, Deputy Commerce Secretary Luther Hodges, Jr., Alfred Kahn, the President's Adviser on Inflation, and A. Vernon Weaver, Administrator of the Small Business Administration.

Included among the 25 elected delegates who attended the conference from Michigan were AFD executive director Edward Deeb; David Raben of Esquire Restaurants; Jeffrey Stone of Stone Soap Company; and Wally Bronner of Bronner's in Frankenmuth. Chairman of the Michigan delegation was Richard B. Sanford of Kalamazoo.



**THE CONFERENCE** was attended by President Carter, who made the opening speech to the delegation of over 1,500 representatives of the nation's small businesses.

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AFD MEMBER



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Now two locations to serve the Retail Licensee - 60 N. Rose, Mount Clemens, and 2720 Auburn Ct., Auburn Heights

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

For doctor, lawyer, merchant, chief,  
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is the phone that memorizes your most  
important numbers for instant contact.



**NOW, WITH TOUCH-A-MATIC<sup>®</sup>  
PHONES, ONE TOUCH PUTS YOU  
IN TOUCH, AUTOMATICALLY.**

## PROBLEM:

You're a busy person, making perhaps dozens of phone calls daily. Many of them are probably directed to the same group of customers. A certain number are probably long distance. And all that calling can take up your valuable time—especially if the number is busy and you have to dial again (up to 11 digits!) with no guarantee that it won't be busy again. The result, for any busy person, can be aggravation and wasted time — plus loss of efficiency.



Now dial one  
number instead  
of eleven.

## SOLUTION:

The Michigan Bell Team has a solution for businesses that need to streamline their calling. It's called Touch-a-matic® telephone, an automatic dialer that remembers.

The Touch-a-matic dialer remembers up to 31 numbers — local, long distance, or any combination. With the press of a single button, it dials them for you, automatically.

The names and numbers of 31 people, services or offices you call most often can be displayed on the face of the dialer, with no searching or guesswork for you. The numbers the dialer remembers can be entered or changed just as quickly.

The Touch-a-matic telephone is a terrific time-saver. The dialer remembers the last number you dialed manually. If that number was busy, or if you wish to dial it again for any reason, simply press the LAST NUMBER DIALED button and your call goes through.

The Touch-a-matic telephone . . . a way to add new dimensions of efficiency to your business calling. Your Michigan Bell Team, as part of the nationwide Bell System, will be happy to demonstrate the Touch-a-matic dialer for you.

**For more information on how the Touch-a-matic telephone might help your business, call toll-free 1-800-482-3820.**

**Whatever your business...  
The system is the solution.**







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VODKA  
DRINKERS  
are  
really  
asking  
for it!**



**MOHAWK  
VODKA**

**sold over 4,800,000  
bottles last year**

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



RAYMOND DUTMERS



GENE MORRISON

## **DUTMERS RETIRES AT SPARTAN; MORRISON NEW PRESIDENT**

Raymond M. Dutmers has retired as president and chief executive officer of Spartan Stores, Inc., and AFD member, after having been with the company since 1949, and as president since 1972.

Under Dutmers' leadership, the retailer-owned food distributor has expanded and modernized its facilities to accommodate 450 retailers. Spartan retail stores today enjoy over \$1 billion dollars in annual sales.

Gene E. Morrison, formerly senior vice-president, has succeeded Dutmers as president and chief executive officer.

Spartan has also announced the following six appointments.

Art Reyers has been pro-

moted to the newly created position of manager of controlled brand marketing. Richard Higgins has been appointed to the newly created position of supervisor of quality assurance. Melvin Pospiech has been promoted to the newly created position of supervisor of special and promotional products.

Also, Neil C. Ebersoldt has joined Spartan as the new director of grocery purchasing. James B. Meyer was recently appointed vice-president of finance and administration. Robert N. Schoof was appointed president of Market Development, a subsidiary of Spartan, after having served as vice-president.

## **WHY FUSS WITH COUPONS WHEN THE AFD COUPON REDEMPTION CENTER CAN DO THE JOB FOR YOU?**

Mail your coupons or drop them off at:

Associated Food Dealers  
Coupon Redemption Center  
125 W. Eight Mile Road  
Detroit, Michigan 48203

"PEPSI-COLA" AND "PEPSI" ARE REGISTERED TRADEMARKS OF PepsiCo, INC.

# HAVE A PEPSI DAY



PHONE (313) 369-9110

## *Survey By Woman's Day Magazine:*

# MAIN REASON WOMEN SHOP AT STORES IS CONVENIENCE

In a recent survey on consumer attitudes conducted by Woman's Day magazine, the main reason why women shop at a store today is "convenience". But a number of other factors also influence women, according to the study. They are:

- The type and amount of savings a store offers on meat, poultry, produce, canned goods and dairy, in that order.
- The overall image of the store as reflected by pricing, cleanliness, smelliness, lighting, aisle width and layout.
- The speed of the checkout line.
- The attitude of store personnel, especially the manager.
- The appearance of freshness in three key departments: produce, meat and deli.

The Women's Day study also indicated the way women feel about shopping today as compared

with the past.

Today, women feel that shopping is frustrating, detest lack of service, and find the shopping routine depressing. A while back however, women looked upon shopping as a break in routine, enjoyable, interesting and exciting, and felt it was fun to "beat the system".

The study also showed that inflation being what it is, coupons and specials are the two biggest draws to get a woman into your stores. It showed that women are using coupons as a way to keep their supermarket bills under control. Because that's their motive, they want:

- Coupons which offer substantial savings, not just a few cents off.
- Coupons or savings on products they use every day, like milk or meat.
- Double coupons, that is, store coupons which come out and are advertised at the same time as manufacturer coupons.

Women distrust stores which place a limit on coupon redemption, the study found, by either requiring a minimum store purchase or by restricting the amount of the special which can be purchased.

Coupons and savings not only draw women into stores, they also influence women to try new products if the savings are substantial. In fact, women regenerate their coupon savings by trying new products or buying those extras their budgets now eliminate, according to the study. Thus, the store does not lose volume by offering couponed merchandise.

In the study, the women were also asked what they liked or disliked about the supermarket ads, to explain what drew their attention to the ad, and whether they were motivated to go to a store after reading the ad.

In the study, revealed at the recent Food Marketing Institute convention, the following are what they considered to be the essentials of a good supermarket newspaper ad:

## DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

1923 Frederick • Detroit

571-2500

"First We Render Service"

AFD MEMBER

— continued on page 18

# Thanks for saying “Budweiser” so often ...



... and for helping make  
it the largest-selling beer  
in the world.

## MERCHANDISING

**The Stroh Brewery Company**, an AFD member, has named **John H. Bissell** vice-president of marketing, according to a recent announcement by Peter W. Stroh, president. Bissell will be responsible for all marketing activities, including advertising and creative, marketing information, administration and services. He succeeds **Robert B. Hetrick**, who has been named vice-president of sales operations and distributor relations.

\* \* \*

**Continental Food Brokerage Company**, an AFD member, was recently appointed representative for the **Drackett Products Company** in the Detroit, Eastern Michigan and Toledo marketing areas.

\* \* \*

**Kowalski Sausage Company**, an AFD member, has named **John A. Moscheck** sales manager of special accounts, according to an announcement by Ronald J. Kowalski, president.

\* \* \*

**Squirtpak**, a division of Squirrt & Company, and an AFD member, recently named **Paul L.**

**Johnson** as merchandiser-salesman for the division's own lines of five **Sun-Glo** flavored soft drinks, according to an announcement by David Paulson, vice-president of special products.

\* \* \*

**The Seven-Up/Canada Dry Bottling Company** of Detroit, an AFD member, is now the distributor of **Perrier Water** in Detroit area, according to recent announcement by **Robert Dilworth**.

\* \* \*

**Faygo Beverages**, an AFD member, recently announced the promotion of **Robert G. Scharret** to assistant sales manager of Michigan. He has been with the firm since 1959.

\* \* \*

The formation of a snack food brokerage company called **Beverly Hills Marketing** has been announced by Vern Mason, owner. Mason was formerly sales manager of Cross and Peters Company, producers of Better Made Potato Chips and other snack foods.

\* \* \*

**Stone & Simons Advertising** has been named the agency of record for Danny's Super Markets, an eight-store supermarket chain with headquarters in Dearborn Heights.

### The Test Of Time . . .

95 Years  
Of  
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Service



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Whatever Your Problems May Be, Call

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Main Post Office  
Dearborn, Michigan

AFD MEMBER

## MAIN REASON

— continued from page 16

- 1 — Lead items should be featured at the top of the page.
- 2 — Feature big specials in large type.
- 3 — All items in the ad should be sales items.
- 4 — List the regular price next to the sales price.
- 5 — Group items by category of merchandise.
- 6 — Place coupons on the bottom of the ad or the outside edges.
- 7 — Feature pictures of cooked dishes.
- 8 — Provide recipes on specially-priced main ingredients.
- 9 — Post your ads and flyers at the entrance to your stores.
- 10 — Key your Specials at point-of-purchase with colored shelf-markers.



# Half a million dollars and virtually hassle-free

In the past 15 years Mutual of Omaha has paid nearly half a million dollars in benefits to Associated Food Dealers policyowners. And they received the same high standard of service that Mutual of Omaha always provides: last year the Company handled more than 3.7 million claims transactions, 99.8% without complaint. We think that's a pretty good track record.

And that's why the Associated Food Dealers officially endorses Mutual of Omaha's plan of Disability Income Protection for its members and employees.

As many of your fellow members can attest, Disability Income Protection can help make the difference for you and your family when a



covered sickness or accident keeps you from working. Providing regular monthly benefits to help meet those day-to-day expenses: mortgage payments, utility bills, and of course, your groceries... the money is yours to use as

you see fit.

And as an Associated Food Dealers member, you can also qualify for Life Insurance Protection from United of Omaha, the life insurance affiliate of Mutual of Omaha. Providing an extra cushion between your family and financial worry.

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

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City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

## AROUND AFD-LAND

**Faygo Beverages**, an AFD member, has announced the promotion of **Norman G. Deeg** to branch sales manager at its Livonia distribution center. Deeg, who attended the University of Detroit, and his wife, Jeanne, are the parents of seven children.

\* \* \*

**A & P Food Stores'** Detroit division has announced the appointment of **Beverly Wimbley** as its personnel coordinator.

\* \* \*

Former Detroit area food broker **Harris (Bud) Crane** is now affiliated with **Arrow Office Supply Company**, Detroit.

\* \* \*

**Washington Inventory Service**, and AFD member, recently announced the merger of **Mangini & Associates** into **WIS**. As a result of the merger, **WIS** has announced the move will result in an expansion of services offered its customers.

**Vincent (Jim) Vitale**, head of **Faro Vitale and Sons** produce distributors, an AFD member, has announced that Phase II of the Eastern Market development project in cooperation with the City of Detroit, has been completed. Vitale is also currently serving as president of the National Watermelon Association.

\* \* \*

**The Defiance Grocery Company** of Defiance, Ohio and **The Bartley Company** of Toledo, Ohio have jointly announced the merging of the two wholesale grocery firms. The new business is operating as **Defiance-Bartley Foods**, a division of **Defiance Grocery Company**, an AFD member.

\* \* \*

**Emily Hakim**, owner of **Emily's Delicatessen**, an AFD member in St. Clair Shores, proudly announced that her son **Roy** recently opened the **Shores of Lebanon Restaurant**, also in St. Clair Shores; and that her son, **Maroun**, recently finished **Cooley Law School**, passed the bar exam, and is now a practicing attorney. Her other son, **Sam**, is co-managing **Emily's** with his mother.

\* \* \*

**Quik-Pik Food Stores**, an AFD member, recently announced its move to a combined new general office and warehouse facility in Rochester. The new address is 1985 Northfield Dr., Rochester, Mich. 48063; the new phone is (313) 852-8900.

\* \* \*

**Ira Wilson & Sons Dairy**, an AFD member, will celebrate its 50th anniversary next June 10th. The AFD extends its congratulations to the Wilson staff and family on achieving this historic milestone.

\* \* \*

**Shurfine-Central Corporation**, a wholesale cooperative owned by more than 10,000 independent grocers nationwide, has announced that **Central Grocery Company** of Flint has joined the co-op. Also, **Shurfine** stated that many of the AG retailers out of the Toledo area are now being serviced by **Associated Grocers of Lansing, Michigan**, another affiliate of the co-operative.

Do you know anybody who  
**SHOULD** be an AFD member, but isn't?  
**TALK TO HIM!**

U.S. POSTAL SERVICE STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685)		
1. TITLE OF PUBLICATION <b>THE FOOD DEALER</b>		2. DATE OF FILING <b>11-1-79</b>
3. FREQUENCY OF PUBLICATION <b>Quarterly</b>		4. ANNUAL SUBSCRIPTION PRICE <b>\$3.00</b>
5. LOCATION OF HEADQUARTERS OFFICE OF PUBLICATION (Street, City, County, State, and ZIP Code) (Not printer) <b>125 W. Eight Mile Rd., Detroit, Wayne, Michigan 48201</b>		
6. LOCATION OF THE HEADQUARTERS OF GENERAL BUSINESS OFFICES OF THE PUBLISHER (Not printer) <b>125 W. Eight Mile Rd., Detroit, Wayne, Michigan 48201</b>		
7. NAMES AND COMPLETE MAILING ADDRESSES OF ALL PUBLISHERS, EDITORS, AND MANAGING EDITORS		
PUBLISHER (Name and Address) <b>ASSOCIATED FOOD DEALERS, 125 W. Eight Mile Rd., Detroit, Michigan 48201</b>		
EDITOR (Name and Address) <b>Edward Deeg, 125 W. Eight Mile Rd., Detroit, Michigan 48201</b>		
MANAGING EDITOR (Name and Address) <b>None</b>		
8. OWNERS (If owned by a corporation, its name and address as well as those of each individual owner must be given. If owned by a partnership or other unincorporated firm, its name and address as well as that of each individual owner must be given. If owned by a proprietor, his name and address as well as that of each individual owner must be given.)		
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NAME ADDRESS <b>None</b>		
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A. TOTAL NO. COPIES PRINTED (Net Press Run)		4,700
B. PAID CIRCULATION 1. SALES THROUGH DEALERS AND CARRIERS, STREET VENDORS, AND COUNTER SALES		---
2. MAIL SUBSCRIPTIONS		2,622
C. TOTAL PAID CIRCULATION (Sum of B. 1 and B. 2)		2,622
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2. RETURNS FROM NEWS AGENTS		---
G. TOTAL (Sum of A, F. 1, and 2 - should equal net press run shown in A)		3,575
12. I certify that the statements made by me above are correct and complete.		SIGNATURE AND TITLE OF EDITOR, PUBLISHER, BUSINESS MANAGER, OR OWNER <b>Edward Deeg Editor</b>
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# Hire More Workers, Pay Less Taxes!

## Michigan Employers!

You can get a tax credit of up to \$2,580 each time you hire a worker eligible for the Targeted Jobs Tax Credit. And it's easy. Just hire the worker, fill in the blanks on the eligibility voucher, and drop it in the mail to your local M.E.S.C. Job Service office. No red tape, no complicated record-keeping. It makes good business sense and it helps people who need jobs.

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Help put America to work.**

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**Michigan Employment  
Security Commission**

Call your nearest M.E.S.C. Job Service Office or 1-313-876-5204.

## PROMOTIONS AT P&V

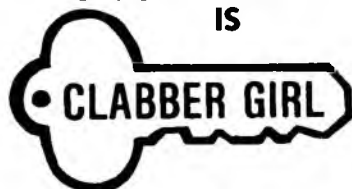
Eugene W. Peterson, chairman of Peterson & Vaughan, an AFD broker member, has announced four promotions at the Farmington-based company.

Douglas J. Ross has been elected president of the brokerage firm. He has been with the company since 1978.

Lawrence Danna, Jr. has been elected executive vice-president of the firm. Prior to his appointment he was director of perishable product sales.

Lou Kowalski has promoted as director of food service sales for eastern Michigan. Carol Solterisch has been promoted to direct sales in the food service division.

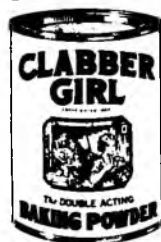
**THE KEY  
TO GOOD BAKING  
IS**



**THE SMART BAKER  
BAKES FROM**

*Scratch*

**SHE USES**



**SHE  
BUYS  
MORE  
GROCERIES**

## WORK SAFELY

### Safety First In The Meat Department

1. Keep a full set of tools at each block and in the meat box to avoid unnecessary injury from carrying knives.
2. Tools such as cleavers, saws and knives must be kept in their proper place when not in use. Do not leave them on the block where they are in the way and likely to be knocked off.
3. Use the sharpening steel properly. Grasp it firmly by the handle and make sure your fingers are below the guard.
4. Pay strict attention to your work especially when using sharp tools or power driven machines.
5. Only those who have been selected and instructed in the operation of bandsaws and other power machines are permitted to use them.
6. Always shut off grinder, bandsaw or slicer when you have finished using them.
7. Always use a pusher-stick when feeding a meat grinder.
8. When grinder is running, never attempt to remove anything from the hopper.
9. Always adjust cutting machines to size or thickness of cut *before* turning on the power.
10. Be particularly careful when cleaning a slicing center of blade toward cutting edge.
11. Place your scrap can conveniently and make sure all scraps go into it.
12. When lugging hinds, fores or sides, throw an open apron over your shoulder to keep the carcass from slipping. Be sure the way is clear so that you will not slip or trip. Look out for the lower hooks in the meat box to avoid ripping your hands.
13. Handle shrimp with a scoop, not with your bare hands.
14. When cleaning counter or cases be careful not to splash any of the cleaning solution in your eyes. Rinse counter or showcases thoroughly before replacing meats or merchandise.
15. Running or sliding behind counters is prohibited.
16. Get First Aid **immediately** for small cuts and bone scratches to avoid infection.
17. Personal cleanliness is of greatest importance in your job. Wash frequently with soap and warm water and *always* after coming from lavatory. Wear clean clothing.

(Reprinted from the Washington Food Dealer)

## PFEISTER RELOCATES IN LIVONIA

The Pfeister Company has relocated to new offices at 36300 Schoolcraft Rd., P.O. Box 3304, in Livonia, Mich. 48150. The new phone number is (313) 591-1900. The firm also announced two promotions and the additions of four new clients.

James C. Gore, vice-president and stockholder, has relocated to the firm's Grand Rapids office as branch manager, succeeding Robert Haan, Sr., who

retired. Also, Larry Lemiuer has been promoted to frozen and refrigerated retail supervisor. Tom Brunson was transferred from frozen and refrigerated retail supervisor to grocery retail supervisor.

In addition, the company also announced that it was appointed as representatives for the following clients: Vlasic Foods, Inc.; GrandMa's Foods, Inc.; Converting, Inc.; and Chef Francisco.

# 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
Wonder Bread	963-2330

## BEVERAGES

Action Distributing Company	591-3232
Anheuser-Busch, Inc.	642-5888
B & B Beer Distg. Co.	(616) 458-1177
Bellino's Quality Beverages	675-9566
Canada Dry Corporation	937-3500
Carling Brewing Company	941-0810
Abe Cherry Dist.	923-0044
Coca-Cola Bottling Company	897-5000
J. Lewis Cooper Co.	835-6400
D. B. D. Inc.	834-7170
Faygo Beverages	925-1600
Greater Macomb Beer & Wine Dist.	468-0950
Heath Wine & Spirits	382-2334
G. Heileman Brewing Co.	941-0810
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
Metes & Powers, Inc.	682-2010
Metroplex Beverage Corp.	897-5000
Miller Brewing Company	465-2866
Mohawk Liqueur Corp.	962-4545
Monsieur Henri Wines	(216) 228-9770
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
Stroh Brewery Company	259-4800
H. J. Van Hollenbeck Distributors	469-0441
Vernor's RC Cola	833-8500
Viviano Wine Importers	883-1600
Hiram Walkers, Inc.	851-4800
Warner Vineyards	(616) 895-4400
Wayne Distributing Co.	427-4400
Vic Wertz Distributing Company	293-8282

## CATERING HALLS

Royalty House of Warren	264-8400
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## BROKERS, REPRESENTATIVES

Aeme Food Brokerage	968-0300
Allstate Sales-Marketing, Inc.	535-2070
American Food Associates	478-8910
Bob Arnold & Associates	646-0578
B-W Sales	546-4200
Continental Food Brokerage	255-5880
Embassy Distributing	352-4243
Mid-America Food Brokers	964-0008
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
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	354-1600
Nationwide Food Brokers	569-7030
Northland Marketing	353-0222
Peterson & Vaughan, Inc.	478-6800
The Pfeister Company	591-1900
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
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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
Najor's Dairy Company	861-7050
Ny-Best Distributors	(616) 694-6354
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

Home Style Foods Company	874-3250
Dudek Deli Foods (Quaker)	891-5226
Specialty Foods Company	893-5594

## EGGS & POULTRY

Eastern Poultry Company	875-4040
Orleans Poultry Company	931-7060

## FISH & SEAFOOD

United Fish Distributors	962-6355
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## FRESH PRODUCE

Cusumano Bros. Produce Company	921-7100
Faro Vitale & Sons	393-2200

## ICE PRODUCTS

Midwest Ice Corp.	868-8800
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## INSECT CONTROL

Nu-Method Pest Control Service	898-1543
Rose Exterminating Company	588-1005

## INVENTORY, TAXES, BOOKKEEPING

Abacus Inventory Specialist	362-3110
Approved Inventory Specialists Co.	571-7155
Gohs Inventory Service	353-5033
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
Dart Meats	831-7575
Detroit Veal & Lamb, Inc.	962-8444
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
Midwest Sausage & Corned Beef	875-8183
Pesche Sausage Company	368-3310
Peter Eckrich & Son, Inc.	937-2266
Potok Packing Company	893-4228
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 Free Press	222-6400

The Detroit News	222-2000
Food Dealer Magazine	366-2400
Landon Associates	356-3480
The Macomb Daily	296-0810
The Oakland Press	332-8181
Observer & Eccentric Newspapers	591-2300
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
A. W. Curtis Laboratories	833-6979
B & B Beauty Products	863-6150
Big Rapids Distributing Co.	259-1888
Cleanway Products	834-8400
Environmental Chemicals	774-6540
Household Products, Inc.	682-1400
Ludington News Company	925-7600
Nationwide Food Brokers	569-7030
Society Pet Products	791-8844

## OFFICE SUPPLIES EQUIPMENT

City Office Supplies, Inc.	885-5402
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## 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
S & H Promotional Services	(312) 449-4758
Stanley's Adv. & Distributing Company	961-7177

## 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

American Express Company	823-0550
Atlantic Saw Service Co.	(800) 631-7650
Comp-U Check	569-1448
Consumer Money Order Corp.	388-8969
Detroit Warehouse Company	491-1500
Gulliver's Travel Agency	963-3261
Print-Guard Thumbprints	343-0222
Swiss-Clean, Inc. (Taski)	478-5262

## SPICES AND EXTRACTS

Rafal Spice Company	962-6473
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## STORE SUPPLIES AND EQUIPMENT

Almor Corporation	399-3320
Belmont Paper & Bag Co.	491-6550
Black Jack Iron Works	893-7677
Hussmann Refrigeration, Inc.	398-3232
Globe Slicing Company (Biro)	545-1855
Great Lakes Cash Register, Inc.	383-3523
Hobart Corporation	542-5938
Lepire Paper & Twine Company	921-2834
Liberty Paper & Bag Company	921-3400
Multi Refrigeration Inc.	399-3100
Pappas Cutlery & Grinding	965-3872
Sales Control Systems, Inc.	356-0700

## 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
Defiance-Bartley Foods	(419) 893-9433
Central Grocery Company	(1) 235-0605
Grosse Pointe Quality Foods	871-4000
Hesano & Sons	864-6622
Kramer Food Company	585-8141
Kaplan's Wholesale Food Service	961-6561
M & B Distributing Co.	(1) 767-5460
Nor Les Sales, Inc.	674-4101
Rainbow Ethnic & Specialty Foods	945-3858
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
Wing Lee Lung, Inc.	831-7642

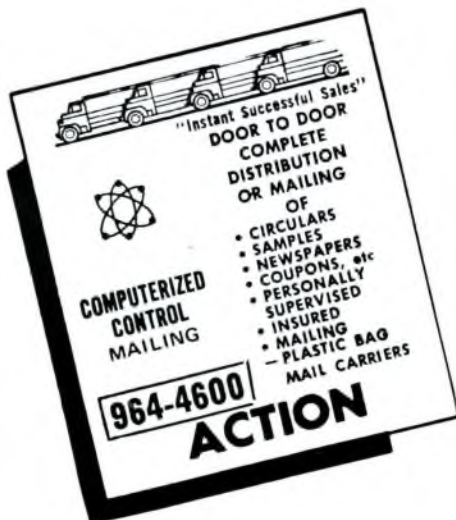




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