

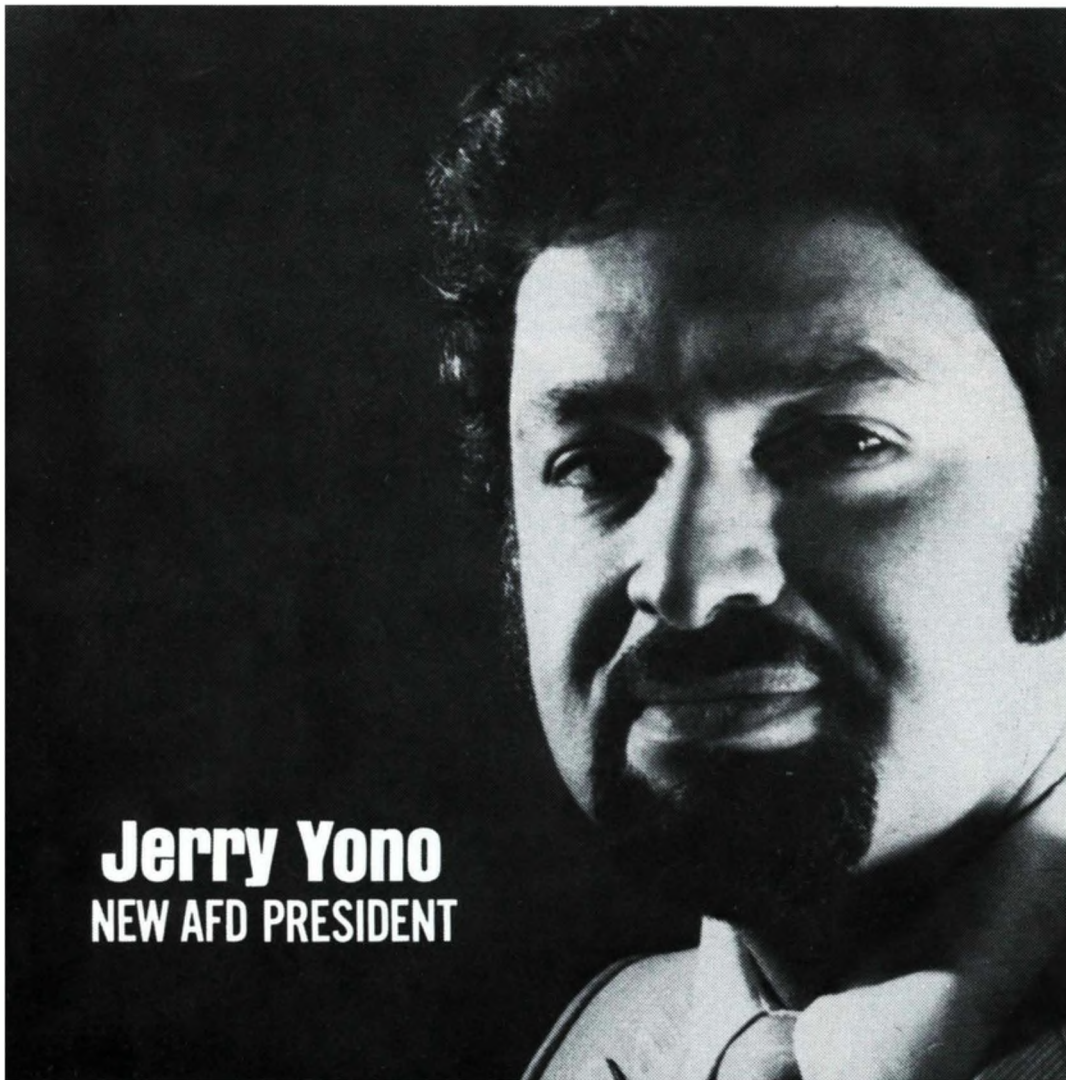
RESISTS MONOPOLY
Associated Food Dealers

THE FOOD AND BEVERAGE
ASSOCIATION

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

SPRING, 1979



Jerry Yono
NEW AFD PRESIDENT



SUGAR-FREE PEPSI LIGHT®

The fresh one is here!



(Music under)



WOMAN: The fresh one is here!



SINGERS: One calorie Pepsi Light.



COUPLE: The fresh one is here!



SINGERS: One calorie Pepsi Light.



WOMAN: Now Pepsi Light is sugar-free



with only one calorie and a fresh
lemony taste



that makes it the freshest one calorie
soft drink around.



The fresh one is here!



SINGERS: The fresh one is here.



The fresh one.



One calorie Pepsi Light.

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THE FOOD DEALER

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GEORGE ZEFF, super salesman with International Wine & Liquor Company, was honored as "top salesman of the year" by the Royal Order of Neuville and the French wine industry in a ceremony held at the Detroit Plaza Hotel, Feb. 14th. Shown with Zeff, who is holding the engraved silver champagne cooler awarded to him, are, from the left, Jerry McClay, vice-president, International Wine & Liquor; Stan Rose, national sales manager, Royal De Neuville Wineries; and Monsieur Yves Coffin, French Consul General. International Wine & Liquor Company, an AFD supplier member, is the largest distributor for Royal De Neuville wines in the United States.



the food people!

**LEADERS
IN THE
FOOD INDUSTRY
FOR OVER
HALF A
CENTURY!**

SPARTAN STORES INC.
GRAND RAPIDS - PLYMOUTH

Procedures to Speed-Up License Transfers Begin

NOTE – At the start of 1978, the Michigan House of Representatives passed House Resolution No. 446 to establish a special committee to investigate the reported delays in the transfer of beer, wine and package liquor licenses. Heading the House Committee to study the situation was Rep. Thaddeus Stopczynski, chairman of the Liquor Committee, and included Reps. Charlie Harrison, Jr., Frank Wierzbicki, Ralph Ostling and Robert Welborn.

The House Committee's first task was to select persons from the industry, volunteers who would not be reimbursed for their services, to study the question and make recommendations. (A list of the individuals appears at the end of this report.) The following are not only recommendations made, but in many cases, already implemented, to help speed up license transfers.

The following are changes in the procedure in expediting the investigation of transfers and issuance of SDM, SDD, Class C and Resort licenses. They are being presently implemented by the commission:

1 – All application forms used by the LCC are presently available at the Lincoln Park and Bay City offices. All other district offices in the state will be added within ninety days. (This will save the applicant from two to three weeks if they request applications by mail)

2 – The LCC investigator immediately releases form 1800 and fingerprint cards to the local authorities for processing so that both investigations will take place simultaneously. (This will expediate the investigation by three to four weeks in that the previous practice was to release the 1800 form after the LCC investigator finalized his report.)

3 – Every applicant who applies for a new or transfer of location of a SDD license will have a survey taken by an LCC investigator. The new form is in such detail that the investigator is able to determine on the initial investigation as to whether the applicant qualifies under the present rules. (This eliminates a full investigation which would normally take three to four months.)

4 – LCC investigators are authorized to make minor corrections on applications. (Previously applications were sent back to the applicant for correction.)

5 – Local authorities have been instructed to send the completed 1800 forms directly to Lansing. (Previously the local authorities sent their 1800 form to the local LCC branch.)

6 – Investigators are communicating with the applicants over the telephone prior to their appointment informing applicant what is required in order to ex-

(Continued on Page 16)



Innovators, not imitators

It all started at the turn of the century. A time when some of the world's greatest innovators were developing products that would revolutionize the American food industry.

People such as Clarence Birdseye, C.W. Post, Joel Cheek, and Orator Woodward. One by one, they joined their companies together, and General Foods was born.

In the twenties, GF helped make Post® cereals, Jell-O® desserts, Maxwell House® coffee, and Birdseye® frozen foods part of every American household. Revolutionary products of such importance and quality that they have been passed on from generation to generation.

And today is no different. We're still bringing the American

public revolutionary products: Stove Top® stuffing mix, Cycle® dog foods, Oven Fry® coating for chicken, General Foods® International Coffees, Country Time® lemonade flavor mix, Pop Rocks® crackling candy.

We know what the public wants. We know what the public needs. Wait till you see what we have in store for you tomorrow!

Announcement from General Foods

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

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



GENERAL FOODS CORPORATION





JERRY YONO
AFD President

ANNUAL PRESIDENT'S MESSAGE

Government Gives Business A Bum Rap

By Jerry Yono

Our food and beverage distribution industry is highly complexed, rapidly growing, and very efficient.

Yet despite the fact we have probably the most efficient distribution system in the world, bringing consumers a wide variety of products competitively priced, we simply do not get the credit we all deserve.

In my opinion, the single most important factor causing the rampant inflation we have today, is wasteful government programs, being run by inefficient bureaucrats who appear more interested in creating and maintaining empires than doing an efficient job.

What is really interesting is that business generally, and retailers more specifically, are performing so many valuable services to local, state and federal governments, at little or no expense to them.

For example, retailers in Michigan are responsible for collecting from shoppers, then paying to the state, all of the four percent tax charged on sales.

The grocer and beverage store operators collect of the sales and excise taxes for the sale of liquor in their stores for the state, helping to raise over \$430 million in revenues.

Business is responsible for collecting from employees then paying government all of the withholding and social security taxes from payroll.

Retailers who handle the State Lottery helped the state earn over \$80 million dollars last year, to mention just a few of the things we do.

Then we are asked to pay more in single business

taxes, more for employees social security, more workman's compensation and provide more services. In addition government then passes laws or rules penalizing the businessmen simply for being in business in the first place.

It should be pointed out that without the businessman, this nation would never have been as great as it is, and it is about time that government started appreciating our roles and services.

If government does not begin showing its appreciation, more and more businesses, who are already swamped with paper work and red tape, will call it quits. That is when our great nation will start becoming second rate.

At this time, I wish to express my sincere appreciation to the AFD members for electing me as your president for 1979. You can rest assured we will continue our involvement in meaningful programs which will benefit all of our members.

The AFD will not sit idly by and permit government or anyone else to put us in a bad light. We will do all in our legitimate power to protect your interests and oppose various programs or proposals not in your interest.

Working with the members, the Board, and the AFD staff led by the outstanding job being done by our executive director Ed Deeb, we will set no limits to what we can accomplish. Working together in harmony will get the job done.

With your help, and with God's help, we will continue to progress.

Why we put 8 essential vitamins in Apple Jacks.

We didn't make Kellogg's® Apple Jacks® cereal, or any of our other fortified ready-sweetened cereals, just for fun.

When a typical serving is part of a child's complete breakfast, they get a very smart start, which includes:

Vitamin A
to help keep eyes healthy and skin soft and smooth.

Riboflavin and Niacin
to help the body utilize energy from food.

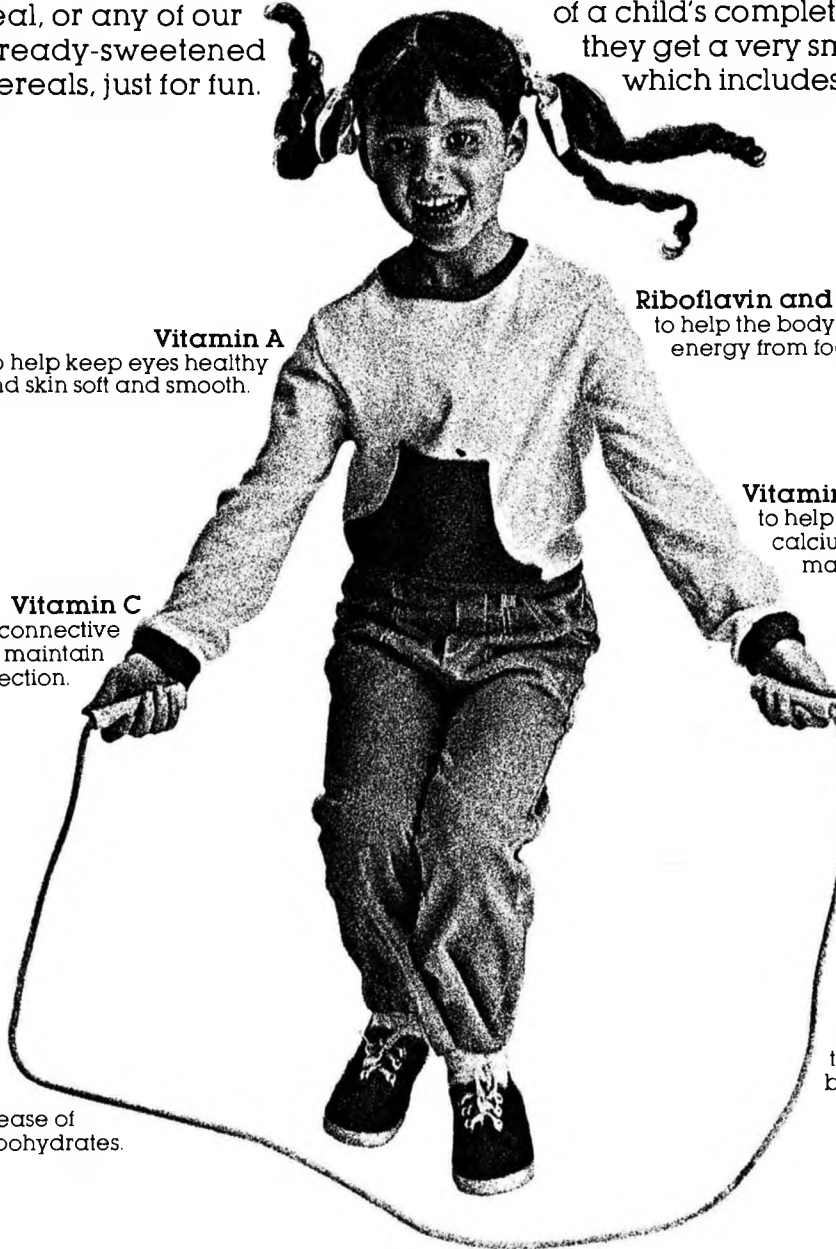
Vitamin C
to help build connective tissue and maintain resistance to infection.

Vitamin D
to help the body use calcium to build and maintain bones and teeth.

Vitamin B₆
to help the body use protein to build tissues.

Thiamin
to help the release of energy from carbohydrates.

Folic Acid
to help produce red blood cells.



Kellogg's®
A very smart start.™

® Kellogg Company © 1979 Kellogg Company



EDWARD DEEB

OFF THE DEEB END

New License Set

Pursuant to a recent measure enacted by the State Legislature amending Public Act No. 328, the Michigan Department of Agriculture will soon begin licensing retailers and processors, with the program set to begin this year, and the license to cost \$15 each.

Under the new law, before a person engages in processing, packing, re-packing, canning, preserving, freezing, fabricating, storing, selling, or the offering of food for sale, the person (or establishment) shall obtain a license from MDA.

One of the features of the new licensing law, fully supported by the Associated Food Dealers, is that this measure provides for training and education where needed by any segment of the industry through regular on-going seminars. In all likelihood, it may require an industry advisory council to the Department to assure that not only will the provisions of the law be enforced, but to assure fair play and understanding of the rules.

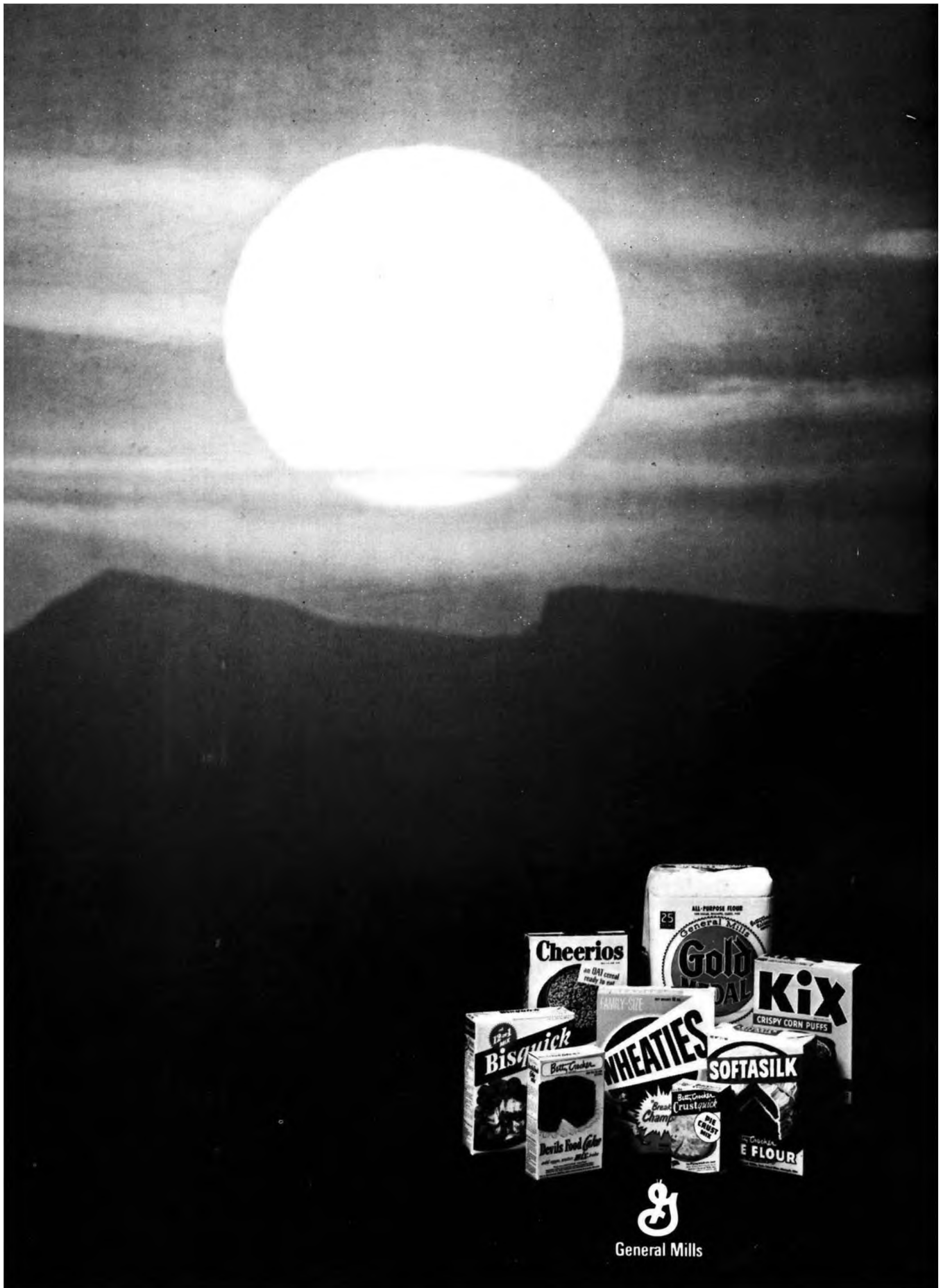
Another point in favor of the new law is that a variety of conflicting rules of the various local, county and state agencies which existed in the past, will be eliminated. In other words, one set of master rules and guidelines will be used on a statewide basis. Should a city or county agency decide to continue its food inspection operation, it may do so, but only with approval of MDA and utilizing the state's rules, guidelines and criteria.

Hard to believe, but credit the state with a step for efficiency and eliminating needless duplication of effort.

Eventually, as we have stated in public testimony, it is our hope a "license kit" will be developed to be presented to each licensee outlining guidelines involving food inspection, sanitation, equipment, etc., for reference purpose.

This particular new law should be most welcomed by our industry if for no other reason than it will bring greater communication and understanding of both the MDA and those establishments which fall under its jurisdiction.





Ageless.

® Reg. T.M., General Mills, Inc.

GUEST EDITORIAL

America's Getting Older ***(18-24-, 18-49?, 25-54+, 55+)***

By **PHILIP K. DICK**
WJBK-TV2

Major demographic shifts are now underway in this country with the decline in population of 18 – 24 year olds (number to drop 41 million from present 45 million by 1985).

Next in line are working women, which now add up to 40% of the work force. Their numbers are much higher in the Detroit Market. The projected number to reach almost 50 million by 1990, and remember, working women are homemakers.

We are also seeing an increase in the senior citizen population (now represents 14% of total U.S. population). Last January's issues of *Media Decision* featured this report: *Who's Going to Take on Television Next?* 55 + women, says *Inside Media*, predicting their target will be the networks, which tend more and more to disregard their preferences for programs. They're the largest viewing group in hours per week.

The question is . . . What's going to happen to 18 – 49 year olds? One thing is certain – they will always be there, but they will be different. They will have smaller families (54% of U. S. households are now composed of one or two people). That 54% figure really becomes important when you remember that almost 40% of the work force is composed of working women! And we know that the Detroit market is not the norm when it comes to working women.

What does all of this mean to you the Grocer, Broker and Producer? Plenty! All of these demographic shifts will affect you and your advertising dollars. The following research report was made for the Detroit ADI – (Area of Dominant Influence covering metro Detroit and four surrounding counties covered by Detroit Television Stations). This report clearly shows the demographic breakdown of female homemakers and buying power in the Detroit grocery market. Who does the shopping in Detroit; who spends the most money and what is the real target demographic?

THE DETROIT MARKET

Questions and Answers on Target for Shopper

1. Who does the shopping in Detroit?
2. Who spends the most money?
3. What is the real target demographic?



PHIL DICK

ANSWERS

1. Female Homemakers 25 – 54
2. Female Homemakers 25 – 54
3. Female Homemakers 25 – 54

TARGET = FEMALE HOMEMAKERS

According to (ARB and) *MMI, there are a total of 1,669,000 women 18 + in the Detroit ADI. Of those, 1,308,000 are considered "female homemakers".

(*MMI = Major Market Index, local version of TGI Target Group Index, subsidiary of J. Walter Thompson Company).

(Continued on Page 14)

Let's keep Scouting going stronger than ever.

Today, more than ever, isn't it great to know Scouting is still going strong? Still helping our kids grow up to become good Americans. To be prepared.

Yes, thanks to the United Way and people everywhere, Scouting is still teaching honesty, self-reliance, respect, All the ideals worth believing in. Ideals worth supporting.

Get behind Scouting. Become a Sustaining Member.

Make a contribution to your local Scout Council.

Scouting
 Let's keep Scouting
 going stronger than ever.

Detroit Area Council Boy Scouts of America
 1776 W. Warren
 Detroit, Michigan 48208
 Phone (313) 897-1965

Today—you can't fly by the seat of your pants.

The food industry is highly complex—and getting more so every day.

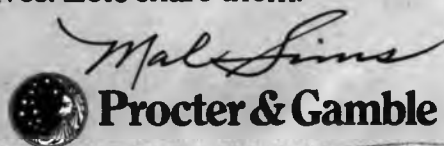
You require hundreds of merchandising and display ideas every month. You deal with lead times, in-stock levels, more information and computerized data than ever before. So you can't "wing it." Your business calls for sophisticated management techniques, built on carefully planned objectives. In fact, management by objective is an essential competitive tool.

P&G sales people are trained this same way. If we share objectives with each other, you can realize how precisely our people will respond to your on-going needs.

Take our precision merchandising programs—like the special "kids marketing" effort on Crest, or our "Super Surge" program on Cascade. These

consumer-targeted programs can help you maximize traffic and build loyalty among the most profitable customers for your particular store.

This is just one of many sophisticated techniques that can help both of us at the same time. We talk the same language. We have a lot of the same objectives. Let's share them.



Need to Increase Mark-Ups to SDD Licensees

EDITOR'S NOTE — The following is the text of a position paper prepared and presented by the Associated Food Dealers to the Michigan Senate concerning Senate Bill 93. This measure would increase the margins or mark-ups from 15 percent to 19 percent. Attending the hearing from AFD were president Jerry Yono, treasurer Larry Joseph, member Armand DeCapite and executive director Edward Deeb, who made the presentation on March 6, 1979.

The Associated Food Dealers represents over 2,800 members who employ over 40,000 persons in Michigan. Many of our members (over 500 of them) have package liquor licenses (SDD), and over 90 percent of them have beer and wine licenses (SDM).

In our testimony, we plan to document legitimate reasons why

the time has come to increase the liquor markups to the holders of Michigan SDD licensees, pursuant to the action recommended by our Board of Directors.

To begin with, we would like to point out that during fiscal year 1977, The State of Michigan through its Liquor Control Commission achieved gross liquor sales of \$397.4 million dollars. During fiscal year 1978, the State's liquor sales reached a record \$430.8 million dollars, or an increase in gross sales of \$33.4 million.

Increased net profit as a result of liquor sales to the State of Michigan in fiscal 1977 was \$59 million. In 1978 the net profit to the state through liquor sales was \$64 million, for an increase of \$5 million over 1977.

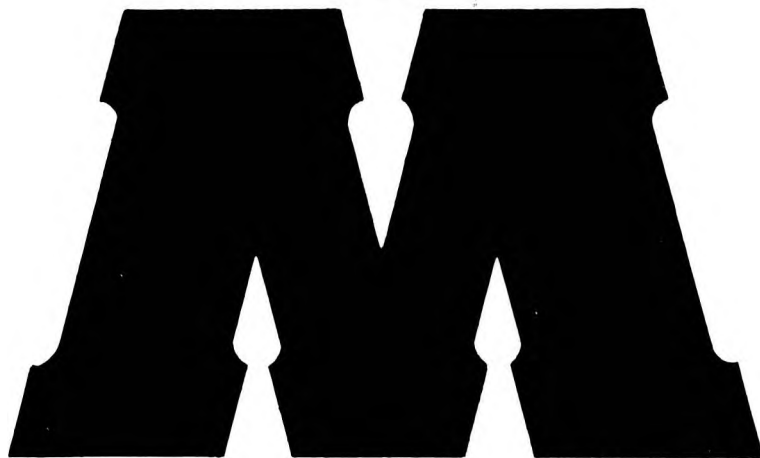
Additionally, we wish to point out that the mark-up or margin for the State of Michigan over the price it pays from distillers amounts to 48%, while the mark-up or margin for SDD licensees is only 15%. And the mark-up for retailers nets out to 13.6 percent of the 15% the law provides. At this point we ask why the wide range of difference between the mark-up for the State and the mark-up for the SDD retailers? And, further, why does the SDD licensee's mark-up net out to nearly 1½% less than the law provides?

The present mark-up for SDD retailers was achieved through legislation passed in 1974, five years ago. This came about eight years after the prior increases went into effect which raised the mark-up to 12 percent in 1966. This means that during the past 13 years the retail mark-up to SDD's increased a meager three percent, while the cost of doing business has skyrocketed, and at a time when the federal cost of living figure by the federal government increased at a rate of 8 to 12 percent per year.

Let us outline examples as to

(Continued on Page 24)

CONGRATULATIONS
to the **Associated Food Dealers**
on your **63rd birthday . . .**
from the **"Big M"**



McMahon & McDonald, Inc.
FOOD BROKERS

• LEADING MERCHANDISING SPECIALISTS
with complete retail, wholesale, institutional and chain coverage •

(Main Office)

DETROIT: 23943 Industrial Park Dr., Farmington, Mich. 48024/Phone: (313) 477-7182

TOLEDO: 5247 Secor, Road, 43623 /Phone: (419) 473-1133

GRAND RAPIDS: 942 — 52nd Street, S. E. 49508/Phone: (616) 534-9695

SAGINAW: 1840 North Michigan 48062/ Phone: (517) 755-3438

FORT WAYNE, Indiana 48602 3402 North Anthony Blvd.

North Anthony Shopping Center — Suite #2/Phone: (219) 484-6969



It's nice when people know your name.

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

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

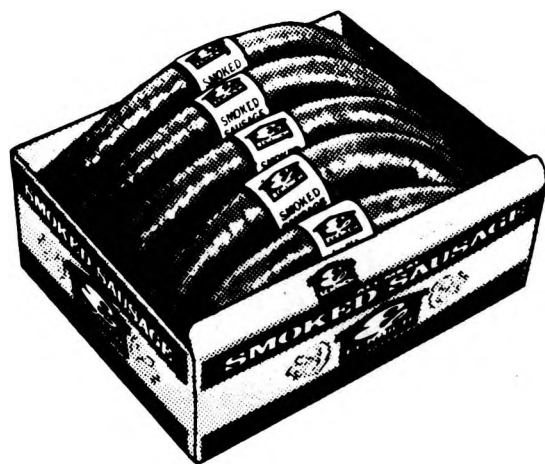
If it's Borden, it's got to be good.



Eckrich and The AFD — Working Together For Progress.



PETER ECKRICH & SONS, INC.



Hand trimmed goodness.

PETER ECKRICH & SONS, INC.
GEN. OFF. FT. WAYNE, IND. 46801

AMERICA'S GETTING OLDER

(Continued from Page 10)

Following is how women and female homemakers break down by age groups:

| | Total Women | Female Homemakers | % Homemaker |
|---------------|-------------|-------------------|-------------|
| All women 18+ | 1,669,000 | 1,308,000 | 78.4% |
| 18 — 24 | 328,000 | 124,000 | 37.8% |
| 25 — 54 | 891,000 | 807,000 | 90.6% |
| 55 + | 450,000 | 377,000 | 83.8% |

The most important age groups, insofar as total number of female homemakers is concerned, are (in order of importance):

1. 25 — 54 years
2. 55 + years
3. 18 — 24 years

The above table indicates that in Detroit MMI/ARB says only 38% of the 18-24 group are female homemakers" while 84% of the 55 + group fall into that category.

SPENDING BY AGE GROUPS

TARGET FEMALE HOMEMAKERS

FEMALE HOMEMAKER GROCERY SPENDING (per week)

| | Spends \$40 or more | \$30-39 | Less than \$30 |
|---------|---------------------|---------|----------------|
| TOTAL | 645,000 | 234,000 | 429,000 |
| 18 — 24 | 42,000 | 33,000 | 49,000 |
| TOTAL | 6.4% | 14.0% | 11.5% |
| 25 — 54 | 519,000 | 132,000 | 156,000 |
| TOTAL | 80.5% | 56.3% | 36.5% |
| 55 + | 84,000 | 70,000 | 223,000 |
| TOTAL | 13.1% | 29.0% | 52.0% |

Again, the 25 — 54 age group of female homemakers represents the most important purchasing segment of the population, followed by 55 +. 18-24 accounts for by far the least dollars spent for shopping. Order of importance . . .

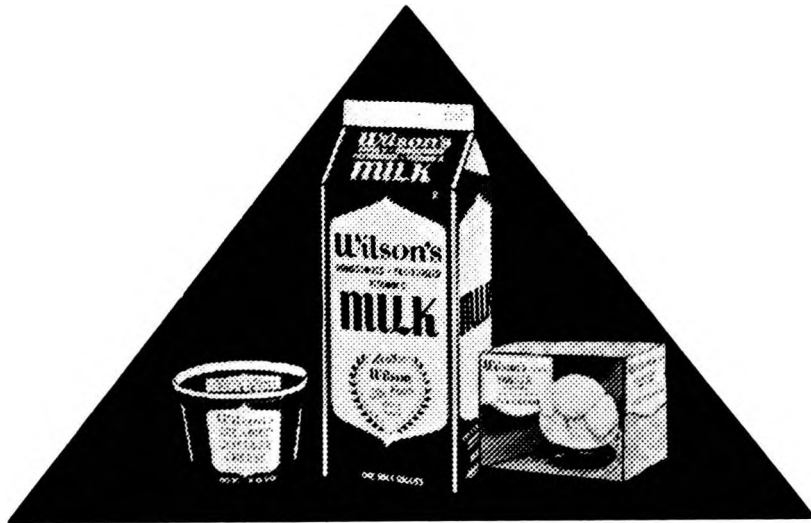
1. 25 — 54 years
2. 55 + years
3. 18 — 24 years

The above table shows:

- 25 — 54 Detroit area female homemakers account for largest dollar amount spent in Detroit stores.
- and Detroit area 55 + group are double 18 — 24 in high-spending group.
- the least significant group of women shoppers is 18 — 24.

(Continued on Page 60)

YOU'VE GOT MORE TO SELL WITH **Wilson's**



THAT'S PYRAMID POWER!

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



THE PYRAMID OF QUALITY COVERS THE MITTEN



LICENSE TRANSFERS

(Continued from Page 4)

pediate the investigation. Investigators also recommend to applicant that he goes to the local authorities for finger-printing prior of local investigation. (previously the investigators were informing the applicants on their initial visit as to what is required. If the communication between the investigator and the applicant is accurate, this eliminates the investigator making two appointments with the applicatn.)

7 — Applications for resort licenses are being handled similar to SDD's whereas every applicant will be surveyed. (Previously the commission sent out questionnaires to applicants and along with the processing procedure was very time consuming. This will save the applicant thirty to sixty days of processing time.)

8 — A new form entitled Corporate Stock-Holder forms will be utilized. This is for corporations that are stock-holders in other corporations or limited partnerships. (Previously there was no form of this type.) A new form for the incorporation of sole proprietorship is presently being utilized.

9 — Every licensed dealer in the state of Michigan

will receive a display sign stating that no one under twenty-one can purchase or consume alcoholic beverages. This will be done at no charge for one sign. Additional signs will be available at a nominal charge to be determined soon.

The above changes were duly approved by the special committee and then presented to the House of Representatives.

The following are revisions in the procedure that have been discussed and will be considered by the new committee to be formed under the new session of the House of Legislature for 1979:

1 — It has been agreed upon by the commission and the committee that the liquor bonds are inadequate today. It is recommended that this statute be revoked with the exception of twenty-four hour licenses. This will include all bonds regarding SDM, SDD and Class C licenses.

2 — Consideration is being made where a new procedure can be set up whereas license transfers will not be held up because of pending violations. It is recommended that an escrow fund be established. At the option of the violator, \$300.00 which is the maximum fine presently for each violation, will be

(Continued on Page 18)

- Refrigerated Merchandisers
- Refrigerated Systems
- Heating, Air Conditioning
and Dehumidification Systems
- Checkout Systems
- Deli Equipment
- Decor
- Wire Display Merchandisers
and Product Moving Equipment
- Walk-In Coolers
- Shelving
- Carpentry Contracting

Quality that Sets Industry Standards

H U S S M A A N

REFRIGERATION, INC.

HUSSMANN STORE EQUIPMENT DIVISION

PET
INCORPORATED

COMPLETE SALES AND SERVICE

12900 CAPITAL

OAK PARK, MICHIGAN 48237

PHONE: (313) 398-3232



5981 W. Warren, Detroit, Michigan 48210

A PART OF YOUR 63 YEARS TOGETHER!

The
Associated
Food
Dealers
and
WJBK-TV/2

Nobody
does it Better!



LICENSE TRANSFERS

(Continued from Page 16)

put into a escrow fund and when the hearing is held the escrow money can be applied to the fine levied. Other possibilities are to increase the amount of the fines, a form whereas the violator will consent to accepting the determination of the referee without violating his rights and the possibility of a hearing on the violation to be given preference. This recommendation needs further communication with the Attorney General's office to determine the feasibility and legality.

3 — The commission presently requires four years tax returns on the application forms. We are considering requiring only two preceding years on the forms so long as justification of source of monies is available.

4 — The commission is devising new forms which will enable applicants to correctly supply the information required. We are going to eliminate all duplication of information and revise the forms so that practically every document required will be a standard form. All existing forms will be evaluated and modified by June 1, 1979. Copies of the proposed new forms have been previously disbursed to the committee. When the new forms are completed, a revised procedure will be implemented whereas after the initial application is required from the applicant, the commission will respond with a check list and instruction sheet along with the applicable forms.

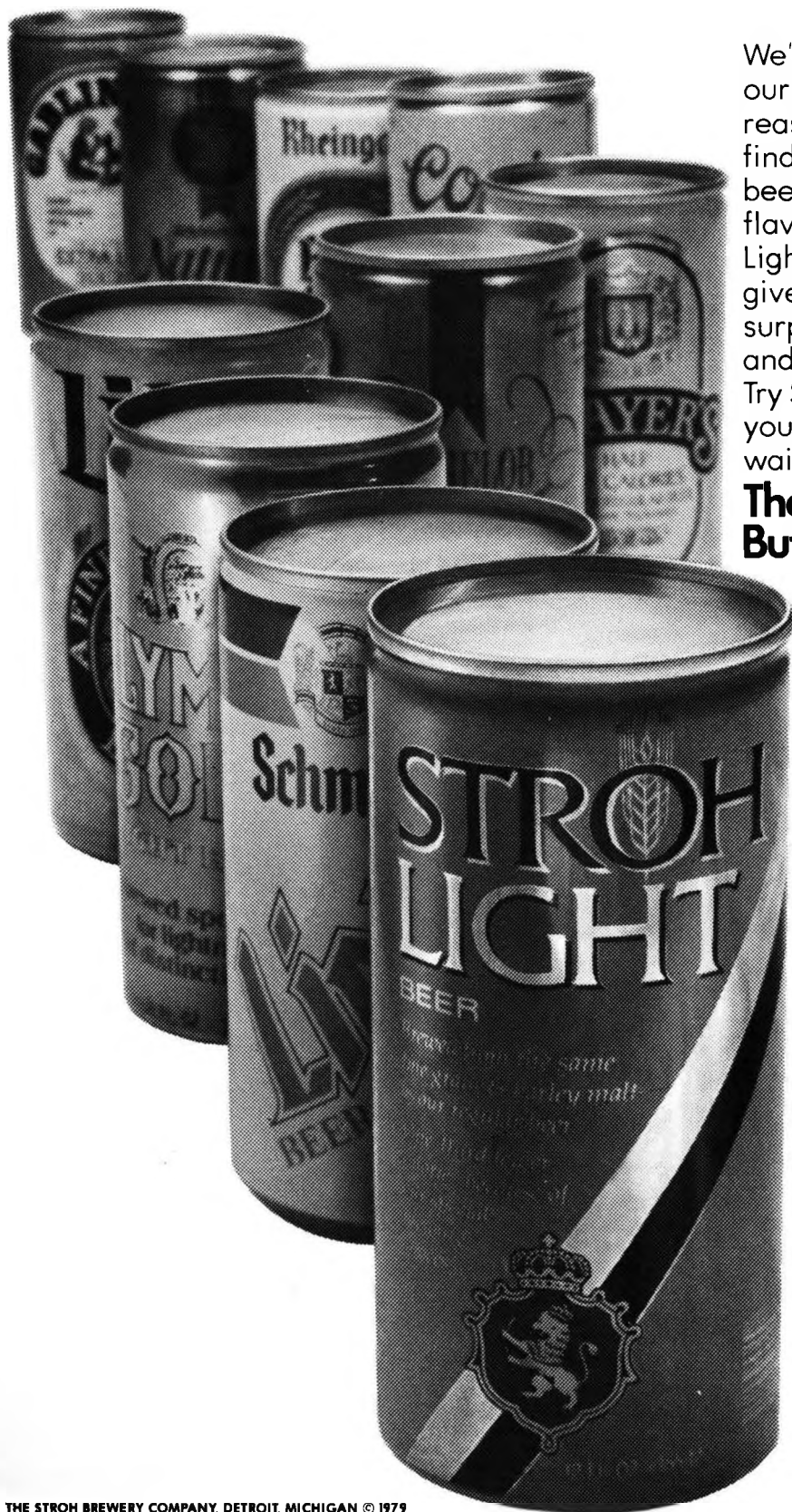
5 — Since the commission no longer supplies the applicant with a questionnaire and a test, we are recommending that a brochure be published in condensed form advising the licensee of his responsibility as a beverage dealer and an abbreviated text of statutes. This will be pursued by the Education, Enforcement and Compliance Division of the LCC which has been newly formed. The LCC has an obligation to inform them of their duties and responsibilities as licenses within the applicable laws.

6 — All of the present procedures of investigators of the LCC and the local authorities must be evaluated to determine if revised procedure can be recommended for the expediency of the processing of license applications. We have had requests by the local authorities for guide lines in the processing of LCC applications.

7 — Although there are other modifications of the present procedures which may require future funding, the present recommendations must be funded immediately to pursue its goals. There is an immediate need for a minimum of \$150,000. increase in the LCC's budget to accommodate an additional nine employees and equipment. In 1977 it was recommended by existing licenses that the license fees

(Continued from Page 20)

Why is Stroh's the last big brewery to introduce light beer?



We'll be the first to admit it: our Light is late. For a good reason. It took us this long to find a way to make a light beer that wasn't light on flavor. You see, new Stroh Light is specially brewed to give it a real beer taste. It's surprisingly rich, mellow, and full-bodied.

Try Stroh Light. We think you'll find it was worth waiting for.

**The label says light.
But the taste says beer.**

Baked goods buying families love variety

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



SIGN OF GOOD TASTE

12301 Farmington Rd. • Livonia, 48150

Phone (313) 522-1100

LICENSE TRANSFERS

(Continued from Page 18)

be increased from \$50.00 per year to \$100.00. This additional monies was ear-marked for the LCC to hire more people to expediate the completion of applications. However, this additional revenue went into the general fund and it is not known whether the budget for the LCC was increased. At the same time investigation fees were increased from \$35.00 to \$70.00. In pursuing this matter, reference should be made to Public Act 417 of 1976.

8 — It is recommended that a mailing list be established which will include all of the persons who are desirous of being informed of all of the changes in the rules, regulations and statutes that effect the LCC.

9 — The LCC is presently considering the issuance of new SDD licenses and the transfer of location of SDD licenses jointly. This has caused undo hardship on some existing licensees that wish to move into new facilities or purchase existing SDD's for transfer to a new location. Because of the commission's present rules, it could take months before decisions can be made.

ADDITIONAL COMMENTS

The above progress report concerns changes in the procedures that apply under the present rules, regulations and statutes. When these changes are finalized and implemented, it is anticipated that transfer of licenses will be reduced by forty-five to sixty days depending on the applicants co-operation. While the above recommendations are being affected, the committee should then continue analyzing the possibility of a change in the liquor laws by evaluating the liquor laws in other controlled states to determine if further expedience can be achieved.

• •

Co-Chairman of this Special House Advisory Committee were Edward Deeb of Associated Food Dealers, and Michael George of Melody Farms Dairy. AFD members who served on the committee included Phil Lauri, Lauri Bros. Market; Donald Maley, Stroh Brewery Company; Edward Jonna, Merchant of Vino; Stanley Wilson, Jr., Quik-Pik Food Stores; Bernard Mellen, Spirits Marketing; William O'Connor, O'Donnell Importing Company; and Jerry Yono, Detroit Food and Drug Center.

Other Committee members included Don Taylor, Michigan Merchants Council; Rae Dehncke, Michigan Beer & Wine Wholesalers Assn.; Charles Chandler, Michigan Food Dealers Assn., Ed Cesarone, Cesarone's Wine Cellars; Michael Johnston, Spot Bar; Norman

(Continued on Page 28)



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The Finest Selection of Wines from Around the World

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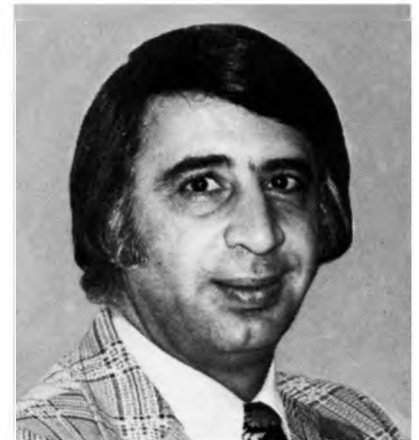
Call toll free anywhere in Michigan: 1-800-482-1552



Jerry Yono
Detroit Food & Drug Center
President



Ray Shoulders
Shoulders' Markets
Chairman of the Board



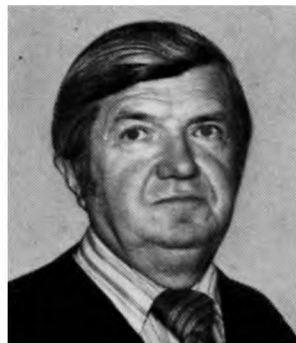
Jamal Shallal
Grand Food Markets
Vice-President

YOUR 1979 OFFICERS,

Aims and objectives of the Associated Food Dealers are
"to improve and better the industry in which we
do business, constantly offering the consuming public
the best possible products and services at the



Cleo Ashburn
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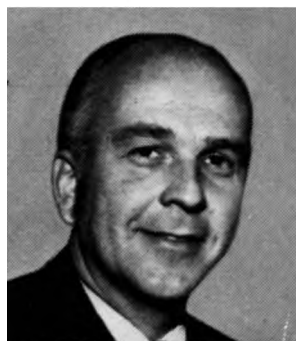
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Phil Lauri
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Tony Munaco
Mt. Elliott-Charlevoix Market
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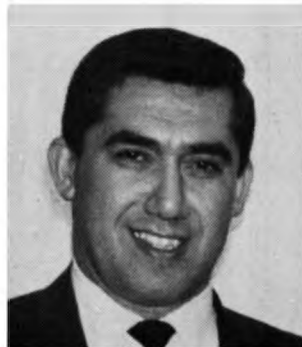
Edward Deeb
Executive Director

DIRECTORS, ADVISORS

lowest possible prices, in the American tradition of free enterprise." The association also represents its members in the cause of justice and fair play at all levels of government, business and in the community at-large.



Sidney Brent
Kenilworth Market



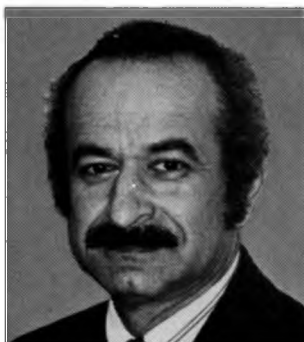
Sam Cosma
Atlas Super Market



Paul Felice
Felice Quality Market



Don Harrington
Meat-N-Place



Louis Vescio
Vescio's Super Markets



Harvey L. Weisberg
Chatham Super Markets

PHOTOS NOT AVAILABLE:

Robert Coverson
People's Service Center

Thomas George
T-J Food Center

Jacob Grant
Farmer Grant's Markets

Move to Increase SDD Mark - Ups

(Continued from Page 12)

how the cost of doing business has increased to Michigan food and beverage dealers.

1. License Fees. The cost of the license to operate a package SDD outlet has increased 33% in the past three years, going from \$35 to \$100 per year, not including additional fees paid by those doing larger volumes as stipulated by the State.

2. Minimum Wages. The guaranteed minimum wages paid by these merchants (and others) have increased nearly 15% per year as required by our government(s). The base hourly rate was \$2.00 in 1976... \$2.30 in 1977 . . . \$2.65 in 1978 and is \$2.90 in 1979. In 1980, the minimum wage per hour will rise to \$3.00. There were no such adjust-

ments by the state to compensate SDD licensees for these legitimate increased cost of doing business.

3. Social Security Tax. Between 1974 and 1977, the base Social Security Tax Rate was 5.85 percent of the gross wages, and increased 10% per year. It should be pointed out that during these years, the Social Security Tax was on the first \$13,200 in 1974; and increased to \$14,100 in 1975; to \$15,300 in 1976; and to \$16,500 in 1977. Then in 1978, the taxable rate was increased from 5.85% to 6.05% of the first \$17,700 in wages. Now in 1979, the rate has been increased still again to 6.13% of wages of the first \$22,900 earned.

4. Insurance. In an informal survey conducted by our organization insurance rates to SDD licensees have

had an average increase of 169 percent between 1974 and 1978 includes such categories as fire-building, fire-contents, general liability, product liability, liquor liability, crime and vandalism, and workman's compensation. In this survey, we found increases during the four-year span was 22% for liquor liability insurance, and a high of 468% for product liability insurance.

5. Utilities. The rates for consumption of energy and services from government sponsored utilities also dramatically increased between 1974 and 1978. Rates for Consumers Power Company increased 70½ percent during this period. Rates for Michigan Bell Telephone were up 26½ percent during this time. Rates for the Detroit Edison Company during this same past five-year

(Continued on Page 26)

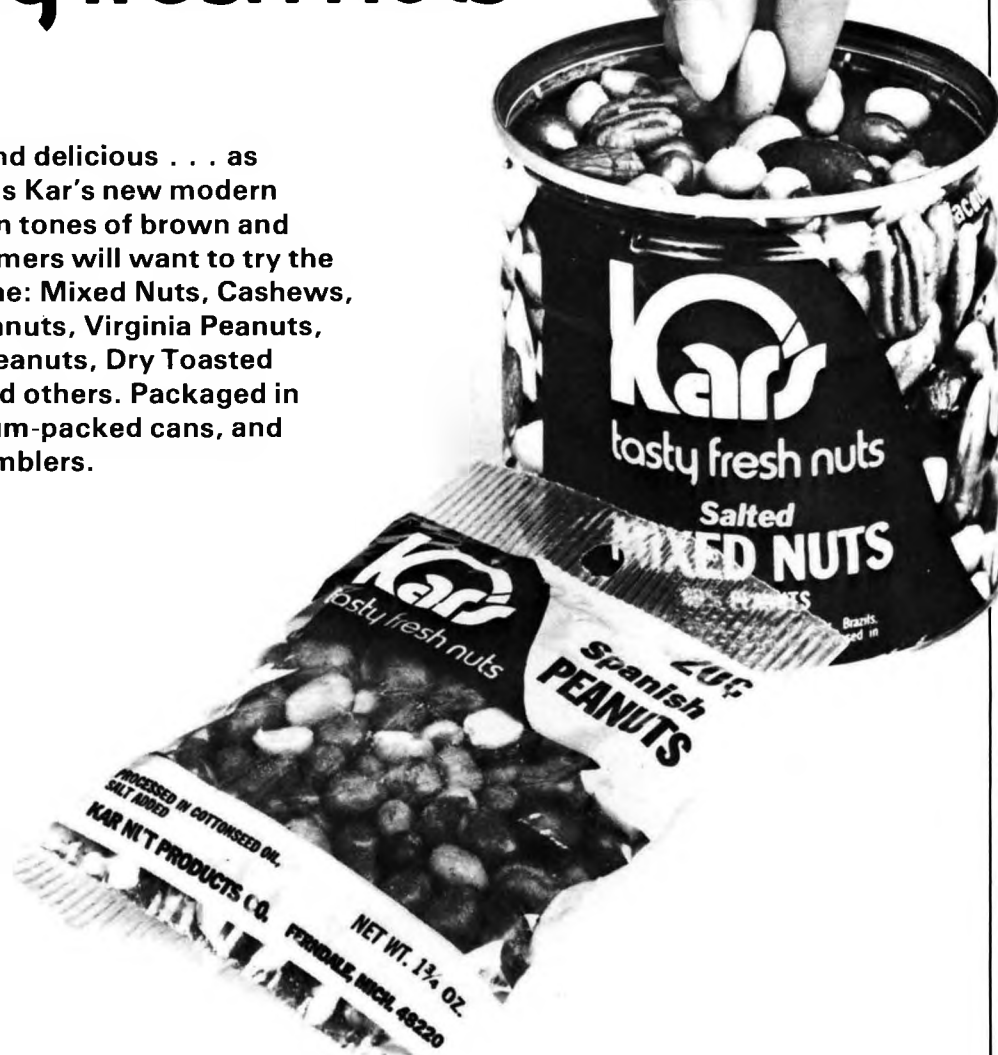
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KAR NUT PRODUCTS CO.
1525 Wanda, Ferndale, Michigan 48220

LIQUOR MARK-UPS

(Continued from Page 24)

period increased an average of nearly 20% per year, or a total of 98% for the entire period, to cite three examples.

6. New Drinking Law. Since the new law in Michigan to reduce the purchasing and drinking age from 21 to 18 went into effect last Dec 22, 1978, we do not yet have figures to outline the impact this law will have on food and beverage retailers. However, there is no question in our minds, and there should be no question in anyone else's mind, that when you cut off three age categories (18-19-20) from purchasing and consuming alcoholic beverages in the state, this will obviously reduce sales, and cut the revenue for food dealers and beverage stores, the vast majority who stock beer, wine and liquor.

7. Returnable Container Law. The minimum cost per store to abide by and fulfill the legal requirements of the new Returnable Container Law ranges from a low of \$12,000 per year to a high of \$56,000 per year, depending on the size of the establishment. On a case package basis (beer and soft drink), this comes to an average of .60 cents per case, and includes the cost of labor, handling, sorting, storing, equipment, sanitizing, and new construction.

8. LCC Breakage Policy. The average SDD store loses the equivalent of nearly 100 bottles of liquor a year due to damaged merchandise delivered to his store. This averages to about \$700 per year, and comes to nearly ¼ of 1 percent of his markup. The primary reason for this is due to the red tape and antiquated policy of the Liquor Control Commission in permitting retailers to either exchange or receive credit for

these breakers. The paper work is so unbearable the average licensee simply absorbs "breakers" as losses rather than to go through the red tape to receive legitimate credit on them.

9. Freight Charges. Delivery charges to SDD retail licensees for which they pay Michigan Delivery System, the company commissioned by the LCC to deliver the liquor to stores, has increased an average of 6.56% per year, or a total increase of 32.8 per cent during the periods of 1974-78.

10. Cost of Bags. The cost of bags have increased over 70% since 1974. And, as you can imagine, this cost is usually fully or partially absorbed by the retailer as a service to customers.

It should be pointed out the percentage of package liquor sold in Michigan — over 60% — is sold in

(Continued on Page 38)

Congratulations and Best Wishes

to the Associated Food Dealers
ON YOUR 63rd BIRTHDAY!



WONDER FRESH GUYS and TWINKIE THE KID

*Bakers of Wonder Bread and Hostess Cakes and
Home Pride * Wonder Muffins * Raisin Rounds
and Beef Steak Rye*

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Food for thought: In Detroit, nothing beats The News.

When it comes to stirring up the food market, The Detroit News takes the cake. For instance, daily, one issue of The Detroit News does more than two issues of The Free Press in reaching households that use newspaper coupons.

On Sundays, it takes four of their issues to come close to one of ours.

Want more? Then consider this: daily just one issue of The Detroit News reaches more adults who spend \$100 or more weekly in grocery stores than two issues of The Free Press.

And again, on Sundays, it takes four of their issues to do the job of one of ours.

Call Carl Leonhard at (313) 222-2338 or Jim West at (313) 222-2328 today. They'll show you how to take a nice big bite of the market, stir it up, and sell it.

The Detroit News
News Buyers Know Best.

Source: The Scarborough Report—Detroit Market. PMA, SMSA

LICENSE TRANSFERS

(Continued on Page 20)

Farhat, Farhat, Burns & Story; Servio Ricciardi, Ricciardi's Lounge; attorney Peter Abbo, Weinbaum Willis and Abbo; attorney George Meyer, Meyer & Kirk; attorney William Waterman, Esq.; John Dagenais, Package Liquor Dealers Ass.; W. Eddy Shepherd, Michigan Licensed Beverage; attorney Thomas H. Healey; and Deputy Chief Joseph Areeda, Detroit Police Dept.

Serving on the committee from the Michigan Liquor Control Commission were: Roger Rosendale, director, Licensing & Enforcement Div.; Walter Keck, supervisor, Hearings & Rules Div.; and John Stora, regional supervisor, enforcement division.



MICHIGAN STATE LOTTERY Commissioner Gus Harrison, left, is pictured above presenting a special award to Meijer's Dennis Gentilli for outstanding ticket sales during 1978. The lottery people recently commended food and beverage retailers for the fine job being done in this area.

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

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The right paper to reach the right people in America's fifth largest food market.

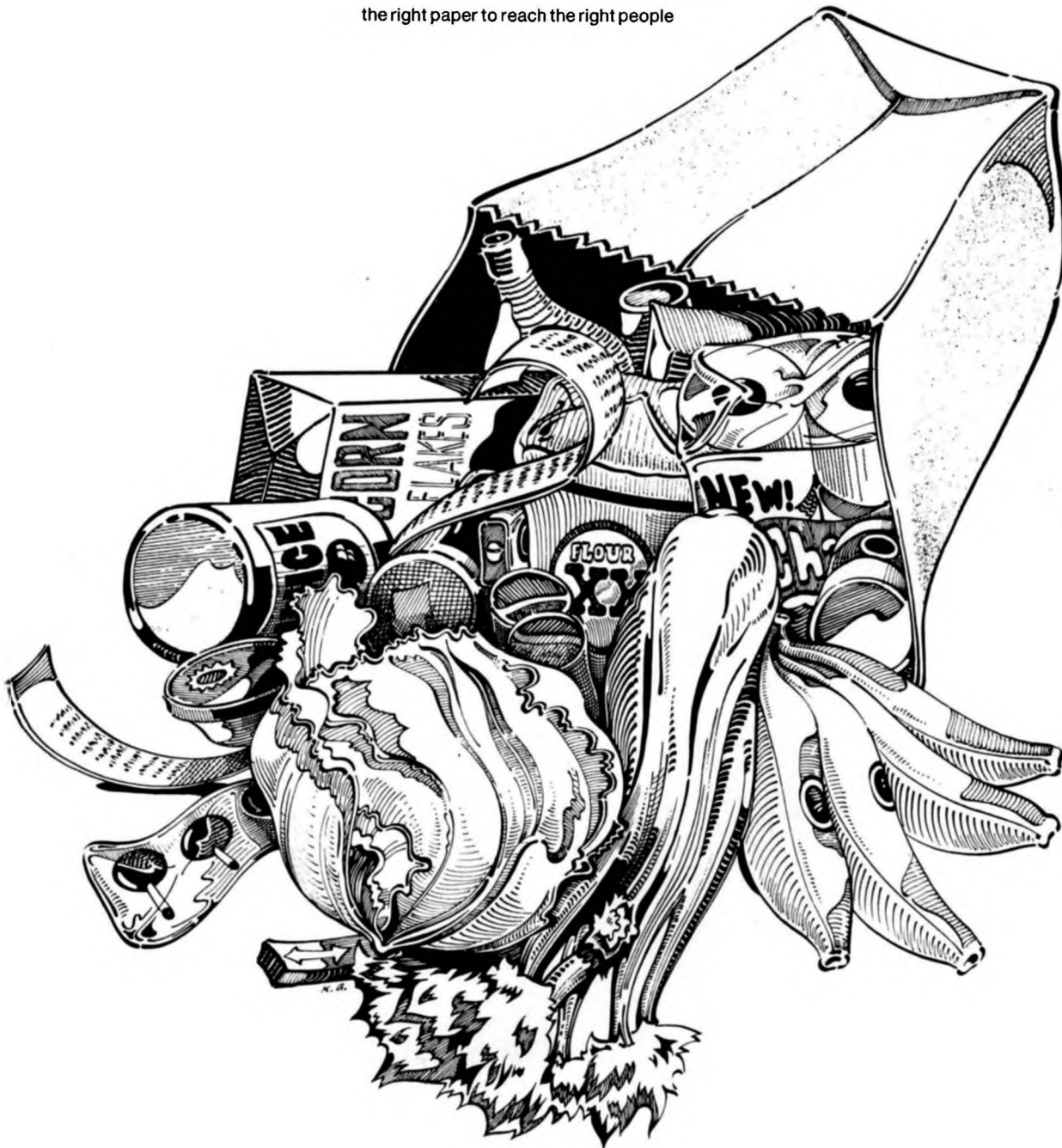
Detroiters cart home over \$3 billion worth of groceries a year. Check out the SMSA in the (S&MM) Survey of Buying Power, 1978, on that. And the Scarborough Report, 1978, shows the morning Free Press continues to lead in delivering more of the right people in Detroit's super market.

For instance, Free Press readers comprise over half the adults reached by the two daily newspapers in households that spent \$100-plus in the past week in food stores. No wonder the four leading chains put half their daily two-paper ad linage in the Free Press in 1978.

A college-educated, white collar professional, earning \$15,000-plus, 25-44 — the big spenders. Year after year, that's the Free Press reader.

Detroit Free Press

the right paper to reach the right people



IN APPRECIATION:

The Associated Food Dealers on behalf of our over 2,800 members who employ over 40,000 persons, is most appreciative of the interest and cooperation offered by many of the food and beverage suppliers in planning this event. In particular, we thank the following firms specifically, for their generous participation and co-sponsorship.

Cocktail Hour:

Pepsi-Cola Company

Banquet Sponsors:

Borden Company
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 Kraft, Inc.
 Ludington News Company
 Metroplex Beverage Corporation
 Miller Brewing Company
 Monsieur Henri Wines Ltd.
 Pepsi-Cola Company
 Stroh Brewery Company
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 Ira Wilson & Sons Dairy

Dinner Wines:

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Prizes:

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AFD *63rd* Anniversary Food Trade Dinner

Tuesday, March 20 at Raleigh House, Southfield

❧ THE PROGRAM ❧

Invocation: Fr. George Garmo
Edward Deeb, AFD Executive Director
Irv Kander, President, DAGMR
Jerry Yono, AFD President

William McLaughlin, Director
Michigan Department of Commerce

SPECIAL PRESENTATIONS

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Michigan Court of Appeals
Benediction: Fr. Jacob Yasso



For doctor, lawyer, merchant, chief,
whatever your business, Touch-a-matic[®]
is the phone that memorizes your most
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**NOW, WITH TOUCH-A-MATIC[®]
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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Place Yourself In Your Boss' Shoes

(Open Letter to Food Store Employees)

During the last fifteen years I have written and spoken millions of words about bosses understanding workers — how they can be better bosses.

This week I should like to talk with food store employees about understanding bosses. Worker-boss understanding is, after all, a two-way street. If either is to do very well, they must both understand each other. So that makes it a fifty-fifty deal.

In the long run you, the employees, make a business succeed or fail, and if it fails you must look for another job. A grocery store tottering on its last legs is no good place to work.

To succeed a store must have plenty of satisfied customers and in order to be satisfied, customers must have fresh food offered in a pleasing and friendly way. And that job is up to you, the employees. Let us be fair employees. Let us get over on the other side of the fence and get into your bosses' shoes and think for a moment about what he is up against.

1. In the first place he had to plank down thousands of dollars of his hard-earned money for equipment, stock, building, etc., before he could open the doors. This means thousands and thousands of dollars. Most owners go into debt for this.
2. Your boss has to foot heavy bills for rent, stock, equipment and payroll. Abused equipment add to the cost.
3. Operating a super market or grocery store is dangerous business. About 4 out of each ten operators go broke the first year. It is a terrible risk.
4. Your boss has to pay social security for you, and he usually contributes to many charity drives.
5. Running a grocery store is a very costly business even when the employees cooperate to keep costs down.
6. Practically all of the many owners I have talked with worry because they cannot do more for their employees. In most cases business simply won't stand it.
7. While employees usually have regular hours the poor boss works all hours. For long and hard hours of work and worry they are champions. The average groceryman has very little in the way of pleasant home life.
8. Remember that managing people is no bed of

roses. Getting and keeping good employees, getting them to do their jobs well and keeping them happy is a big job and a headache.

9. If you think your boss has a bed of ease and is getting rich, the chances are a 1,000 to 1 that you are dead wrong. And such misunderstanding is most unfair to your boss.
10. You don't really work for your boss — you work for the success of the business. You both have a stake in the business. You either hang together or likely both of you hang.

So employees, if you have not been understanding your boss, it's time to have an about-face. Try to understand him and his problems. Meet him half way. You owe it to yourself to give your job and your employer your best. If you do this, everybody will be much happier — you, your boss and the customers.



FOUR SIMPLE RULES FOR EFFECTIVE DISCIPLINE AND COMMUNICATION FOR BOSSES

1. Are you telling your employees what is expected of them?
2. Are you telling your employees whether or not their conduct on the job or work performance is satisfactory?
3. Are you telling your employees — all of them the same — fairly and impartially?
4. Are you basing your decisions on facts rather than on opinions or assumptions?

In a UNION company, management should be willing to have its disciplinary actions reviewed, AFTER THE FACT, by an impartial judge as to whether the action was for just cause, was fair in the light of all the facts and circumstances. BUT . . . the responsibility for DISCIPLINE is a management job and CANNOT be delegated to the union. The union has only the right to review a given disciplinary action.

REMEMBER, good discipline is a primary problem of management . . . it is the supervisor's FIRST AND PRINCIPAL JOB . . .

Guidelines for Foodstore Sanitation

Foodstore Restaurant Preparation Area
(from "A Total Store Sanitation Program" published jointly by NARGUS and the U. S. Department of Agriculture)

- 1 — — All surfaces coming in contact with foods will be non-porous; will be cleaned and sanitized after each production activity and upon completion of activities for the day. Spilled products will be cleaned as observed.
- 2 — — Non-porous easily cleaned surfaces will be used for preparing uncooked meat, poultry and fish; this area will be cleaned and sanitized following the processing of each of these items and these products will be segregated from prepared food items. If porous work stations are used, a separate station will be used exclusively for uncooked meat, poultry and fish products. Separate sinks will be used for fish and poultry.
- 3 — — Utensils including pans, trays, knives, can openers, and blenders will be cleaned and sanitized after use.
- 4 — — Slicers and grinders will be cleaned and sanitized after each production activity and will be broken down and cleaned and sanitized daily.
- 5 — — All steam kettles will be cleaned and sanitized after use.
- 6 — — All ovens will be cleaned weekly — inside and out.
- 7 — — Deep fat fryers will be cleaned weekly or oftener when changing cooking oil. Surfaces on and around the fryer will be cleaned and sanitized daily upon completion of frying activities.
- 8 — — Hood, filters, and vents will be cleaned and sanitized weekly.
- 9 — — Containers of prepared food products will be kept covered and protected from contamination. Clean empty containers will be kept in an orderly fashion with product surfaces not exposed to contamination.
- 10 — — Products will be moved to and from kitchen area on easily cleanable rust-resistant dollies or carts. Shopping carts will not be used in the food preparation and storage area.
- 11 — — All cooked products will be moved directly to steam tables or holding areas where product temperatures can be held at 140 degrees Fahrenheit or more or refrigerated areas where product

(Continued on Page 44)

The Michigan Lottery Has Awarded Over \$650 Million In Cash Prizes

(SINCE 1972)



**And Lottery Agents Over \$80 Million
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Paul Inman Associates
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To The Officers, Directors
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FOOD BROKERS

LIQUOR MARK-UPS*(Continued from Page 26)*

the urban tri-County of Wayne, Oakland and Macomb. This also happens to be the area where increased cost of doing business is most noticeable, as compared with more rural and outstate areas.

In summary, we hope we have given you a clear picture of the legitimate increased cost of doing business, so far as Michigan's food and beverage stores are concerned, especially those with SDD licenses. These figures demonstrate the need to finally increase the retail liquor mark-ups to these licensees who do such an outstanding job of sales and merchandising for our State.

Since the State is showing a substantial surplus, it seems only fair and equitable that SDD retailers share in this surplus.

If there are any questions, I will try to answer them at this time.

ASSOCIATED FOOD DEALERS
— Edward Deeb, Executive Director

Membership In A Trade Association

Is a bargain-priced insurance against various hazards of the member's business future. Were life to become simple again, with each man earning his livelihood without the aid of machines, trade association's would probably disappear. On the other hand, as living becomes more complex and as problems and needs of business men increase, trade associations are more useful today than ever before.

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

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House Party.

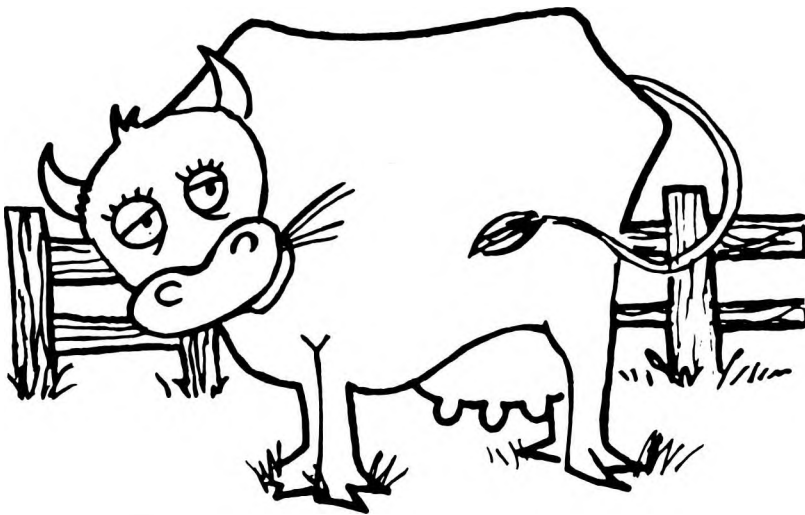


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© Carling National Breweries, Inc., Balto., Md.

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.



"MOO-MEN ON THE MOVE"

We've been around for 32 years serving Michigan's top quality independent grocers with the finest in dairy foods. With a record like that, you might say our company has been an "udder success."

TOM DAVIS & SONS DAIRY CO.
(313) 894-0022

Distributors of Wilson Dairy Foods

Don't be a heart breaker



Stop smoking.

The Michigan Heart Association
WE'RE FIGHTING FOR YOUR LIFE



Dionne Warwick says:
"Get your blood into circulation."



**Call Red Cross now
for a blood donor
appointment.**



A Public Service of This Magazine
& The Advertising Council

Continental will put your product “on the map” in a 5 billion dollar market

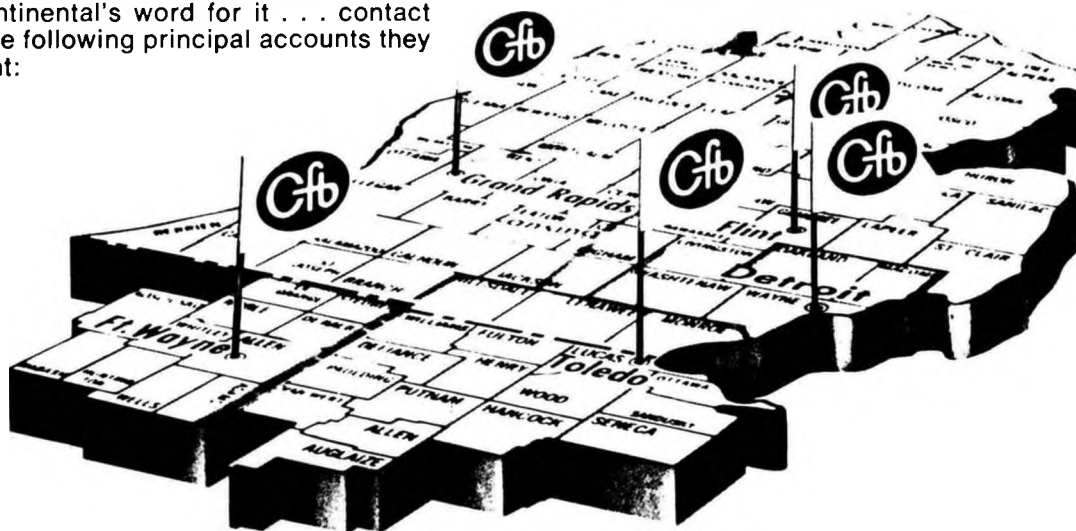
With five strategically located sales offices and a staff of 40 food sales veterans, Continental can put your product “on the map” and on the shelves of over 10,000 chain and independent grocery outlets in Michigan, northern Ohio and Indiana.

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

Put this dedication to work for you to get your share of this growing market. If you don't want to take Continental's word for it . . . contact any of the following principal accounts they represent:

Groceries, Frozen Foods, Confections: Best Foods Dressings and Mayonnaise • Burny Bros. Frozen Baked Goods • Clark Candy • Fisher Nuts • G & W Pizza • Gebhardt Mexican Foods • Habitant Soups • Hills Bros. Coffee • Holloway Candy • Kobey Shoestring Potatoes • La Choy Chinese Foods • Liberty Cherries • Lowrey's Prepared Meats • Mario Olives • Mother's Cookies • Richardson Mints • Skippy Peanut Butter • Switzer Licorice • Zachary Chocolate Candies

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



Call us collect for information at (313) 255-5880

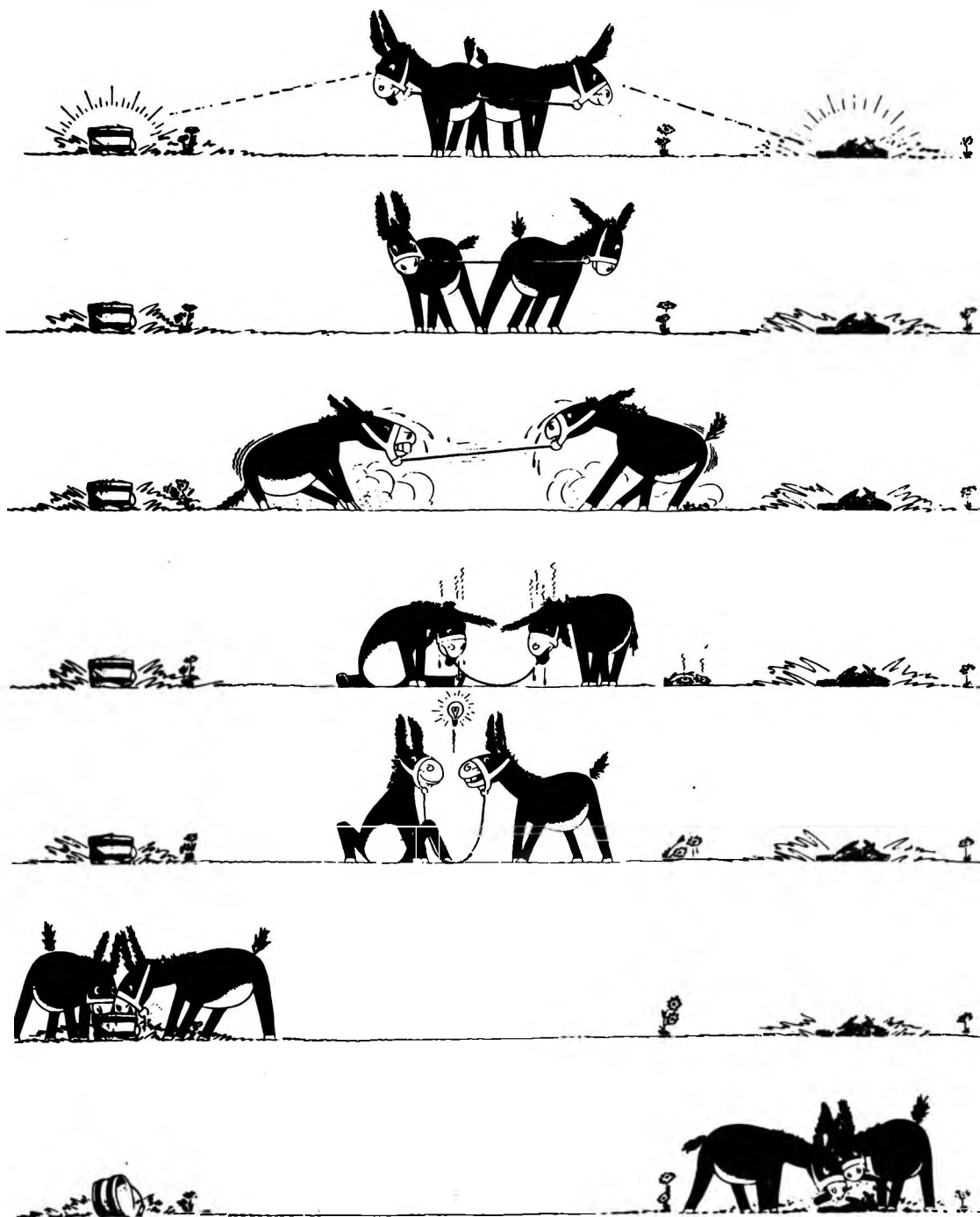


Continental Food Brokerage Co.

17501 W. Eight Mile Rd., Detroit, Michigan 48235

Sales Offices: Flint, Michigan; Grand Rapids, Michigan; Fort Wayne, Indiana; Toledo, Ohio

WHEN WE ALL PULL TOGETHER



EVERYBODY BENEFITS

JOIN THE
ASSOCIATED FOOD DEALERS

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

Michigan, you got the best of us.



At the same old prices.



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

STORE SANITATION

(Continued from Page 36)

temperatures will be 40 degrees Fahrenheit or below. Cooked products taken from refrigerated areas will be immediately heated to 140 degrees Fahrenheit before placing on steam table. Product temperature of uncooked highly perishable items shall be held at product temperature of 35 degrees Fahrenheit or below.

- 12 — — Areas for washing and sanitizing utensils, portable pans, and equipment will be separated from food preparation areas.
- 13 — — Dishwashers will be properly maintained, utilized, cleaned and sanitized at the end of each day's activity. Water will be changed after each meal time.
- 14 — — Space will be provided for air drying all pans and utensils following sanitizing.
- 15 — — Sinks, including hand sinks will be cleaned and sanitized daily and oftener if needed.
- 16 — — A separate area will be provided for storing of cleaning materials and equipment including a mop sink. Separate distinguishable containers should be used for detergents and sanitizers used in the clean-up operations. Dishcloth and/or clean-up rags will be placed in a sanitizing solution after each clean-up activity.
- 17 — — A covered container will be provided for the holding of soiled aprons, coats, and other lines.
- 18 — — Trash and garbage will be held in non-porous covered containers and emptied when filled and at the end of each day. If plastic liners are used, containers will be washed and sanitized weekly or oftener if needed. If no liners are used, containers will be cleaned and sanitized after emptying.
- 19 — — Floors will be cleaned and sanitized daily and oftener if needed.
- 20 — — Walls will be non-porous and cleaned and sanitized monthly.
- 21 — — Ceilings vacuumed quarterly.
- 22 — — No smoking or eating allowed in the food preparation area.
- 23 — — Employees with cuts, open sores, and respiratory problems will not work in this department.
- 24 — — All employees will wash hands with soap and hot water, drying with hot air or paper towel following exposure to contamination. Hand contact with food should be avoided whenever possible. Hands should not contact other skin surfaces including the lips, hair and face when processing and handling foods.

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



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



HOME JUICE COMPANY EVER FRESH JUICE COMPANY

6431 E. PALMER
DETROIT, MICHIGAN 48211

Phone 925-9070



Royalty House

OF WARREN

THE MOST RELAXED HOSTS AROUND WILL BE FOUND AT
THE ROYALTY HOUSE

The Hospitality Center With Complete Facilities for Gracious Entertaining

WEDDINGS
LUNCHEONS

BANQUETS
DINNERS

CONVENTIONS
BRUNCHES

8201 East Thirteen Mile Road - Warren, Michigan Phone: 264-8400

Your Host — Ted Kappas

Symbol of Excellence
1916 - 1979





Welcome to the world of Monsieur Henri.

MONSIEUR HENRI WINES LTD.

DRAGONE • CARTIER • PIAT • BURATI • STOLICHNAYA • BELL'S SCOTCH • YAGO • WEBER

14915 CLIFTON BLVD. • LAKEWOOD, OHIO 44107
PHONE (216) 228-9770

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

DETROIT FOOD BROKERS ASSOCIATION

***Congratulations to the
Associated Food Dealers!***

**Compliments of
BRANKO'S CATERING PAR EXCELLENCE
YOUR HOST, BRANKO LUCAS
THE RALEIGH HOUSE**

25300 Telegraph Road

•

Southfield, Mich. 48075

Phone (313) 353-1100



**METROPLEX
BEVERAGE CORP.**



5981 W. Warren, Detroit, Michigan 48210

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

1923 Frederick • Detroit

571-2500

"First We Render. Service"

AFD MEMBER

NEW ERA POTATO CHIPS

*Michigan's Fastest
Growing
Potato Chip
Good to the last Chip!*



DUCHENE, INC.
5801 GRANDY
DETROIT, MICHIGAN 48211
PHONE 921-0800 — 1 — 2 — 3

**SANDERS HAS THE MOST COMPLETE SWEET GOODS PROGRAM IN THE COUNTRY
AND IT'S RIGHT HERE IN METROPOLITAN DETROIT.**

**LET US PUT SOME OF OUR CANDYMAKERS MAGIC IN YOUR SALES OF BAKERY,
CANDY AND ICE CREAM**

FAMOUS THE WORLD OVER

Sanders

Since 1875

TASKI INTERNATIONAL PRESENTS

THE NO WATER
DRYS IN 7 SECONDS
BUFFS TO HIGH SHINE

TASKI Spray System with TASKI "hi-speed" Machine and TASKI P44 Spray-Emulsion

the ideal combination for efficient spray cleaning with excellent results.

TASKI "hi-speed" Machine

A brand new labor and cost saving machine. Enables you to reduce labor time and increase working capacity.

Technical data of the TASKI "hi-speed" machine:

Capacity: 1.5 H.P.
Voltage: 115/60 Hz
Current consumption: 12 Amps
Weight: 98 pounds
(including driving disc)
Working width: 17 inches



TASKI P 44 spray emulsion

This emulsion is a mixture of cleaners, solvents, water and waxes. Your floor can be cleaned and refinished in one single operation. For cleaning and maintaining water resistant floors such as vinyl asbestos, linoleum, sealed terrazzo

and sealed natural stone floors. The unique composition of this product allows it to remove soil and black marks and at the same time to renew the wax film where it has been worn by traffic.

TASKI from Switzerland, the world's cleanest country.

TASKI

*Exclusive U.S. Importer
Swiss Clean, Inc.*

Detroit 313 478-5262
Grand Rapids 616 698-9240

This Program is sponsored and fully endorsed by A.F.D.

Best Wishes

MARKS & GOERGENS, Inc.

Sales and Marketing

20245 WEST 12 MILE ROAD
SOUTHFIELD, MICHIGAN 48076

BRANCH OFFICES

Saginaw . . Grand Rapids . . Toledo

THE KEY
TO GOOD BAKING
IS

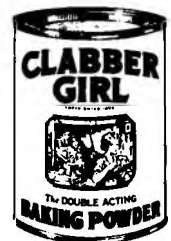


THE SMART BAKER
BAKES FROM

Scratch

SHE USES

**SHE
BUYS
MORE
GROCERIES**



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?

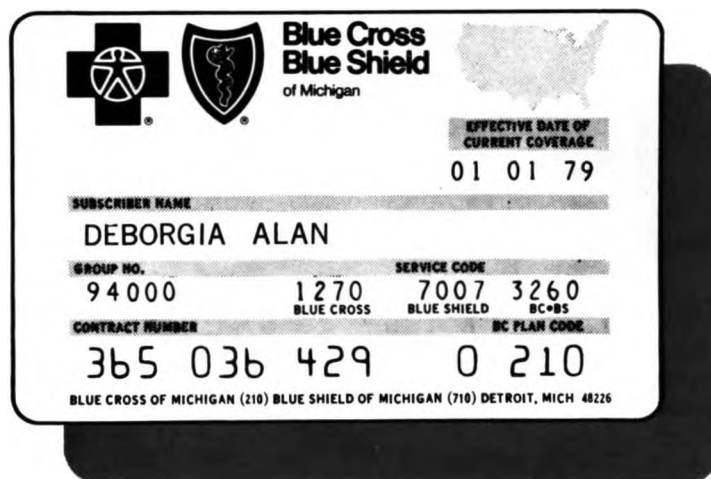
Yes ☐ No ☐

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

The next best thing to having a doctor in the house.



It's good to belong.

*friendly...
community wide
banking and
trust service*



The Wayne Oakland Bank

*Our Congratulations to
AFD on Your 63rd
Anniversary. It is a Pleasure
serving the Association
and your Membership.*

GEORGE R. SHAMIE, JR., C. P. A.

32401 W. Eight Mile Road
Livonia, Michigan 48152
Phone (313) 474-2000

**Best Wishes to
AFD for 1979**

HALLING-KEIL CO.

21655 TELEGRAPH RD.

SOUTHFIELD, MICHIGAN 48034

PHONE 357-2200

The Test Of Time . . .

95 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



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 _____



J & B RARE SCOTCH

Available in Gallons

BOMBAY GIN

Achia Clauss Ouzo

BACARDI RUMS

Available in Quarts

CHERRY MARNIER

GRAND MARNIER

SOUTHERN COMFORT

Available in Quarts



**HARVEY W. EWALD
and ASSOCIATES**

11211 Morang Drive • Detroit, MI 48224

Phone: **527-1654**

*BEST WISHES FOR 1979 –
REACH US AT OUR NEW
HOME*

**HAROLD M. LINCOLN
COMPANY**

*Food and General Mdse.
Brokers*

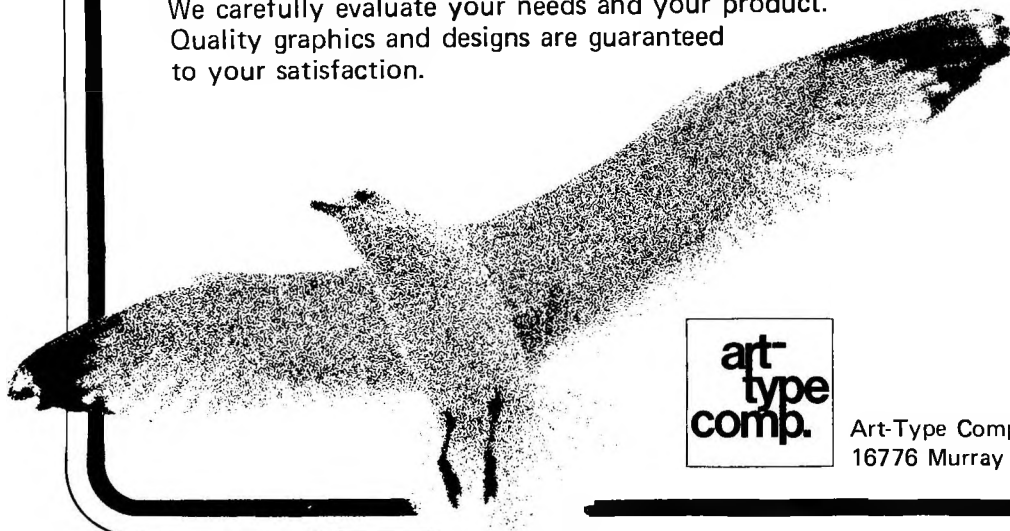
23955 Freeway Park Drive
Farmington Hills, Mich. 48024
Phone: (313) 477-0900

SMART BIRDS AGREE
It pays to advertise!

In these days of the shrinking dollar, you'll want to get the most for your advertising money. We carefully evaluate your needs and your product. Quality graphics and designs are guaranteed to your satisfaction.



For Creative Advertising
and Complete
Production and Printing
Services
Call 273-5330



Art-Type Company
16776 Murray Hill, Detroit, Michigan 48235



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, sprav 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.

Associations-More Than Meets The Eye

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

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

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

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



*Let Us Help
You Stop Bad
Check Passers
Print-Gard's
Fingerprinting
System
Will help you
Reduce Your
Check Losses*

PRINT-GARD SYSTEMS
PHONE (313) 343-0222

**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**

**Taystee Bread
Cookbook Cakes**



**With a Variety of
Bread Buns and
Cakes For Your
Eating Pleasure**

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.

AMERICA'S GETTING OLDER

(Continued from Page 14)

SUMMARY

Through the history of television there has been the evolvement of "18 - 49 demographics" as advertisers' most desirable goal.

The fact is - 18 - 49 is not now, nor has it really been, the most important and productive age group delivered by television. In many respects, particularly in program preferences, it is a very elusive and incompatible age grouping.

But, it is also a fact that back in the early 1960's, when demographics were first produced by rating services, 18 - 49 was an understandable objective. The country was younger, marriage occurred at an earlier age, there were more children per household, and age of household adults having children was younger.

But, today it is a different story. The country is older, the age of the head of household is older and children tend to be located in older households.

Why the continued emphasis on 18 - 49? It's proven the 18 - 24 segment of 18 - 49 is extremely

unproductive, and it's also obvious advertising should not continue to ignore the growing numbers and buying power of the older age groups.

Are advertisers really getting the target with 18 - 49 ... emphatically NO!

THE WAYNE SOAP COMPANY



Growing thru Giving

Good Service

BUYERS OF BONES

FAT, TALLOW &

RESTAURANT GREASE

842-6000

DETROIT, MICH. 48217

AFD MEMBER

LIBERTY
Paper and Bag COMPANY

COMPLETE SERVICE TO THE FOOD INDUSTRY

REPRESENTED BY -

GENE BALICE, SALES MGR.

MIKE RAYNER

JACK LaMONTHE

EMIL JACOBS

CHUCK RINI

KEN SCHMIDT

STEVE BUHLER

MACK McCANN

TOM RYDER

Phone 921-3400

9145 VINCENT ST.

DETROIT, MICHIGAN 48211

- AUTOMATIC WRAPPER & SCALES
- BETTCHER • GOODYEAR FILMS
- CLEAR PLASTIC TRAYS • LABELS
- BUTCHER FLOOR WAX
- PAPER BAGS & SACKS • POLY BAGS
- HIGH DENSITY FILMS AND BAGS

Personal Service Our Specialty!

Sales Offices in:

DETROIT - FLINT - TOLEDO

WE SERVE MICHIGAN AND OHIO MARKETS

INTERESTED IN A

BUSINESS? STORE? HOME?

LET SUSAN KASSAB OF

DUNN & DUNN REALTORS

BE OF SERVICE TO YOU.

CALL HER AT 524-9400

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 |
| Metropolx Beverage Corp. | 897-5000 |
| Miller Brewing Company | 665-2866 |
| Mohawk Liqueur Corp. | 962-4545 |
| Monsieur Henri Wines | (216) 228-9770 |
| 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 |
| Alistair 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 | 393-2200 |

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 |
| Bowling 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 |
| Print-Gard Thumbprints | 343-0222 |
| 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 |
| Leprie 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 |
|------------------------|----------|

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 | 548-4222 |
| 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 |

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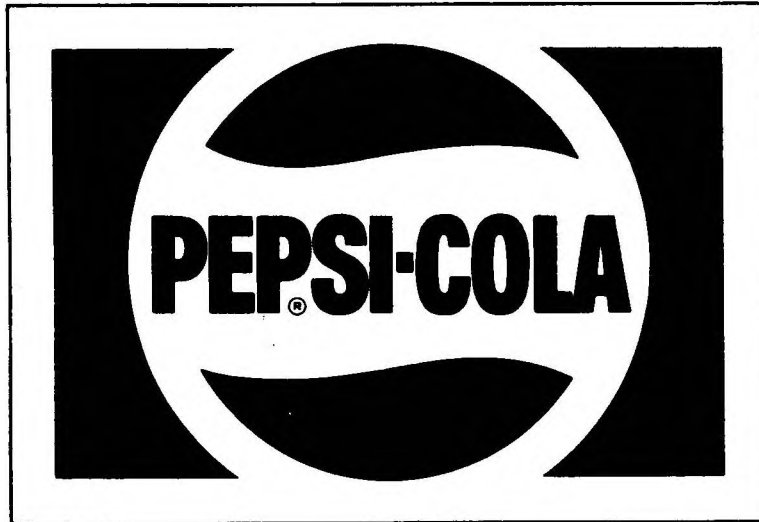
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