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THE FOOD DEALER

"The Magazine for the Michigan Food Market"

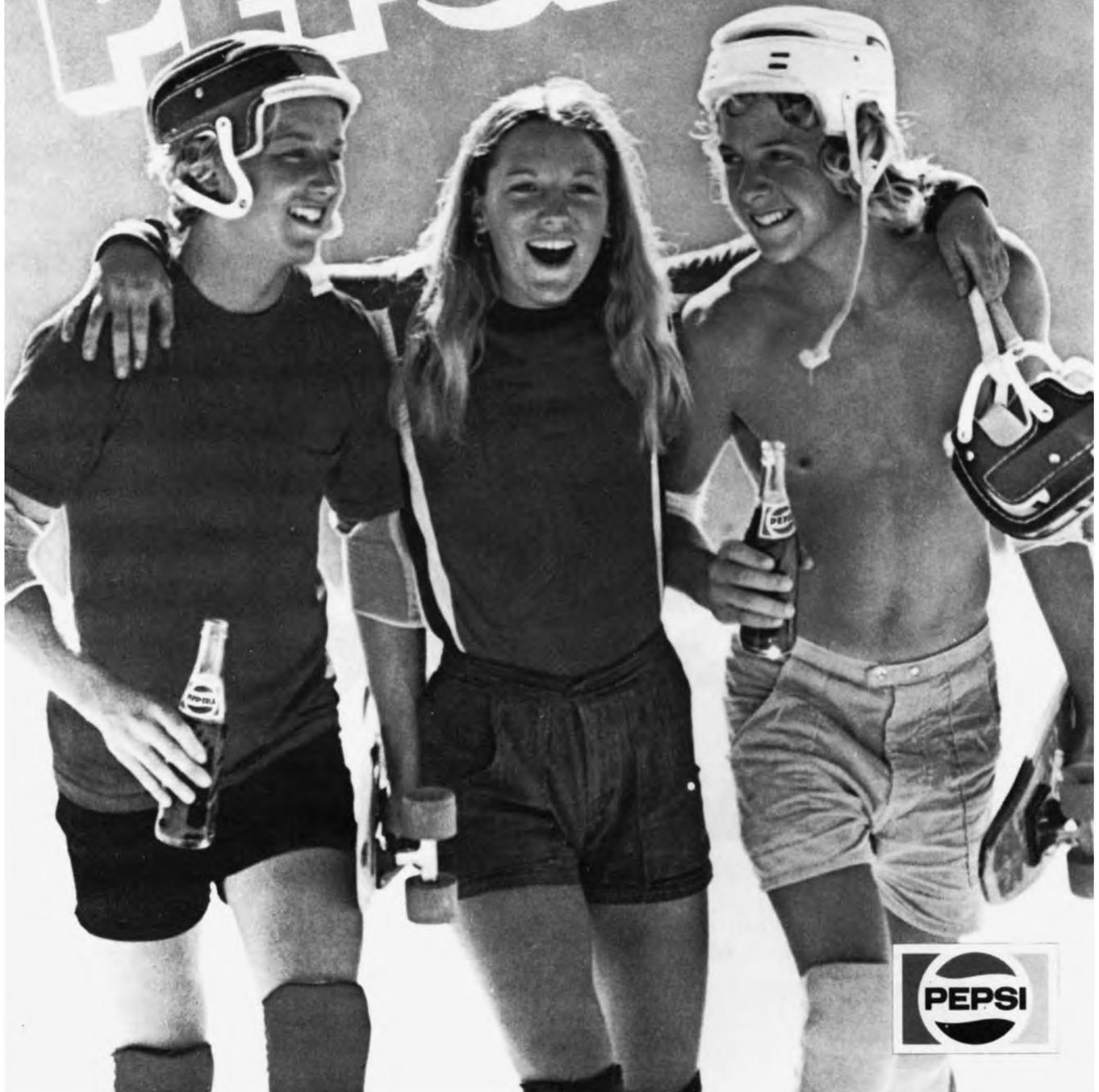
SUMMER, 1979



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THE FOOD DEALER

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GOLDEN MILER-Jim Sleeva (left), community relations representative for Michigan 7-Eleven Food Stores, was this year's convenience store chairman for the Renaissance Golden Mile, a mini-superwalk "for businessmen and businesswomen who have the heart but not the legs to walk 20 miles in the annual March of Dimes Superwalk." With Sleeva are the event's chairmen Beverly Beltaire, president of P/R Associates, Inc., and Frank Hennessey, managing partner of Coopers & Lybrand, certified public accountants.

Eight New Supplier Members Join AFD

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

B & B BEER DISTRIBUTOR CO., wholesale beer distributor, 201 Matilda, NE, Grand Rapids, Mich. 49503; phone (616) 458-1177.

BELLINO'S QUALITY BEVERAGES, wholesale beer and wine distributors, 632 Harrison, Trenton, Mich. 48183; phone (313) 675-9566.

A. W. CURTIS LABORATORIES, producers and marketers of hair care products, 46 Selden, Detroit, Mich. 48201; phone (313) 833-6979.

D. B. D., INC., wholesale beer distributors, 6031 Joy Road, Detroit, Mich. 48204; phone (313) 834-7170.

METES & POWERS, INC., wholesale beer distributors, 2000 Pontiac Drive, Pontiac, Mich. 48053; phone (313) 682-2010.

RAINBOW ETHNIC & SPECIALTY FOOD DIST., distributors of various specialty and ethnic food products, 20216 Stratford, Detroit, Mich. 48221; phone (313) 345-3858.

WING LEE LUNG, INC., wholesale distributor of various ethnic and oriental food products, 428 Peterboro Street, Detroit, Mich. 48201; phone (313) 831-7642.

SALES CONTROL SYSTEMS, INC., area representative for Sweda cash registers and other products, 24355 W. Ten Mile Rd., Southfield, Mich. 48034; phone (313) 356-0700.

These new members, and all AFD supplier and service members, and advertisers, deserve your support and patronage. Please refer to the AFD Suppliers' Directory on Page 23 often. In fact, clip it out of *The Food Dealer* and post near your phone.



AFD'S Recent 63rd Annual Trade Dinner

DIRECTORS AND MEMBERS of the Associated Food Dealers took time from the festivities at the AFD'S highly successful 63rd Annual Trade Dinner to pose for the photographer. Pictured above, from left, front row: Thomas Regina of Pepsi-Cola Company; AFD president Jerry Yono; and AFD past-president Louis Vescio; second row: Liquor Commis-

sioner Thomas Van Tiem; AFD past-presidents Phil Lauri and Phil Saverino; third row: vice-president Tony Munaco; treasurer Larry Joseph; vice-president Jamal Shallal; and Maury Young of Chatham Super Markets; top row: AFD director George Byrd; director Cleo Ashburn; and executive director Ed Deeb.

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

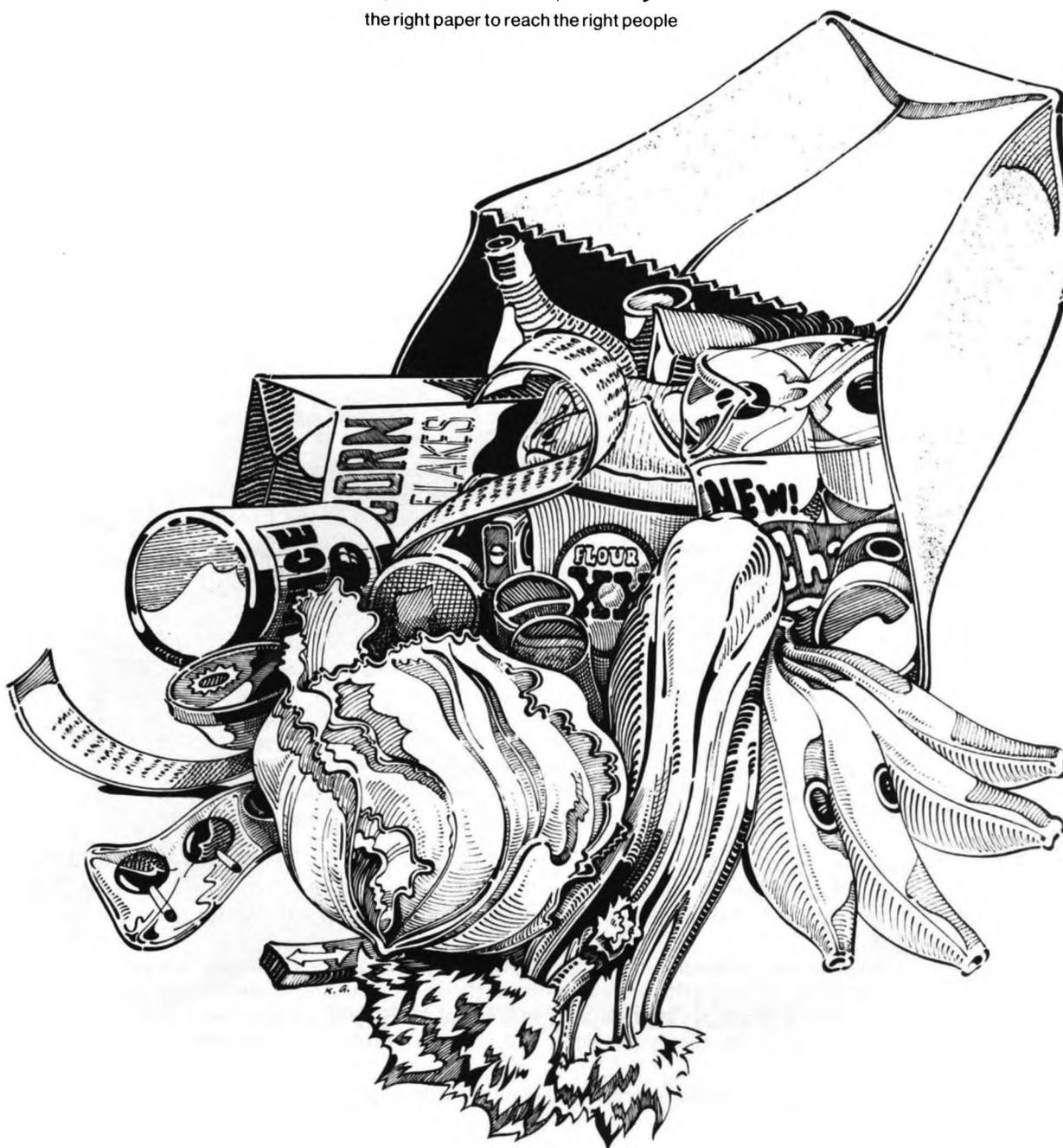
Detroiters cart home over \$3 billion worth of groceries a year. Check out the SMSA in the (S&MM) Survey of Buying Power, 1978, on that. And the Scarborough Report, 1978, shows the morning Free Press continues to lead in delivering more of the right people in Detroit's super market.

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 lineage 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





EDWARD DEEB

OFF THE DEEB END

On Food Stamps

Not many people may be aware of it, but the Federal Food Stamp Program which today is a multi-million dollar operation assisting the needy and elderly of this nation, was test-marketed in the Detroit area in 1961, and greatly assisted in the effort by Associated Food Dealers and its members.

Purpose of the program at the time was the utilize the vast surplus of foods our farmers were producing and offer it to those who needed it. It was also intended to have the stamps and/or funds spent for food instead of tobacco, liquor or non-food items, which provided extra income for food stores.

Like most government programs that are abused or mis-used, there are certain fines imposed for those who do not abide by the rules. For retailers, this could mean revoking their licensed and expelling them from participating in the program.

Somewhere along the line, those who wrote the law or the rules involving penalties, place the entire burden of responsibility on retailers, but none on consumers who use the food stamps. In most cases, one who violates a law or rule is first warned, then fined, and then more serious penalties are invoked after repeated violations. Not so with the U. S. Dept. of Agriculture and the food stamp program.

Not only are there no fines for consumers or users of stamps, but if a retailer is accused of a violation, the merchant is not permitted to face or know his accuser, which is thought to be in violation of the Freedom of Information Act.

To add insult to injury, in 1977 the original act was amended and for the first time specifically spells out penalties and fines. To date, this amendment has not been formally implemented.

Further, the amendment "prefers" a fine to disqualification, but instead of the fine being tied to the seriousness of a violation, it is five percent of the redemption per month times the number of violations.

It has been learned that in many cases USDA inspectors or agents are often used to lure nearby consumers to enter a store in an attempt to "bait" retailers to sell non-food items which are illegal. Utilizing this form of trickery is certainly not the original intention of the food stamp program in the first place, and is not only unfair to merchants, but possibly unlawful as well.

The time has come for USDA to revamp the program at least so far as placing the burden of responsibility is concerned, and imposing fines. It is our feeling that consumers or users should be held equally liable as merchants.

Anytime you suspend a license from a retailer for a first-time simple, unintentional offense, the entire community loses out. There already are far too few stores in the central areas of our big cities, and pulling food stamp licenses unfairly penalizes not only the store operator, but the community as well.



There's more than one way to Stroh-A-Party.

The Stroh-A-Party season is here and it's shaping up as the best one ever.

The reason is simple: more and more people are picking up more and more Stroh's. And not just in six-packs. But in Stay Cold 12-packs, and 24-can Strohcases, as well.

Our big advertising and promotional campaign will keep the party going. And so will the great taste of Stroh's.

But you have to do your part.

Just keep plenty of Stroh's on hand, in all the popular packs. And if you run low, call your Stroh distributor fast.

Remember, every time your customers Stroh-A-Party, someone has to clean up.

It might as well be you.



Stroh's
For the real beer lover.

THE PRESIDENT'S CORNER

Michigan's 'Bottle Bill' is NOT Working!

By JERRY YONO
AFD President

One of the most frustrating and costly laws ever to be imposed upon the food and beverage industry is the State's Returnable Beverage Container law.

Documented studies show where it is costing our total industry well over \$200 million per year just to handle empty cans and bottles. This comes to over \$1 per case for handling expenses alone. And this exorbitant expense is not only reflected in the cost of beverages, but deals with only 14 percent of the litter problem, or only five percent of all solid waste!



YONO

And you know, I have yet to meet someone who confesses that he or she actually voted for the law.

If the Michigan "bottle bill" is so good and working well as the Governor and conservationists would

have you believe, why then are people still flocking to Ohio, Indiana and Wisconsin to purchase their beer and soft drinks? The answer is simple . . . they could save an average of \$2.50 per case in the price and not have to deal with the inconvenience of returning them to the store, nor do they have to pay the dime deposits.

Our industry has been quite disappointed with the role Gov. William Milliken has been playing on this explosive issue. He and his ideas are criss-crossing the country telling Americans how well the Michigan Law is working. This is not so, and he knows he is misleading the general public.

You would at least assume the Governor would have enough common sense to admit there are some problems within the industry. Or summon members of our Board to his office to explain the insurmountable problems and nightmares we are having.

And because consumers are bombarding his office with complaints of rising beverage prices, instead of having the State share part of the blame, he immediately begins pressuring our industry to lower prices by wanting to change laws.

It's a cheap shot all the way and he knows it. It's like us being down on our backs trying to survive the costly impact of this law, and instead of showing understanding, he's kicking us while we are down.

Apparently there is no love or compassion for our industry by the Governor. We well remember his veto last year of the legislative bill which would have increased our mark-ups which have been extremely low and badly needed.

Then he tells his aide, Bill Long, who appeared before our Board to pass the message that if we provide the documentation for an increase, and submit the same law, he would favor it during 1979. Which has been done. And now, despite a very elaborate position paper documenting reasons why we needed the mark-up, word comes around he is thinking of vetoing the new bill. This sure tells us something.

At any rate back to the "bottle bill." Many of our 2,800 members have questioned us as to whether this law will be challenged. The answer is an emphatic YES!

The moment all of the arrangements are made, you will be contacted to support our effort to substitute a far better and far less costly measure for the current one. It's going to take a lot of work and a lot of money, particularly from the small businesses who have been badly hurt. Don't let us down.

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“Budweiser” so often...**

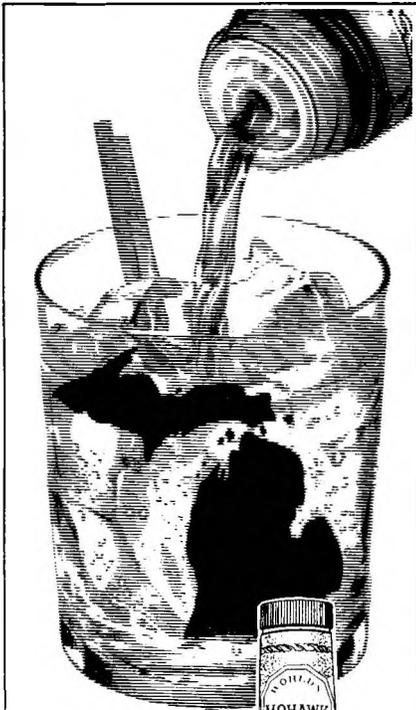


**... and for helping make
it the largest-selling beer
in the world.**

**New Product
Reduces Returnable
Can Problems**

The "Goat" can crusher, pictured here, individually fold-flattens, counts, and punches a "cancellation" mark in standard size beverage cans at the rate of 1,800 an hour — that's 75 cases of cans! Designed for use by retailers, to relieve their can storage problems, a can is crushed so that the ends are legible, the brand identifiable, and marked to show that the can has been redeemed. To demonstrate that the "Goat" reduces volume 6 to 1 — that's a six-pack in the gentleman's hand!

The "Goat" is manufactured by Acey Sales & Development Company, Dearborn, Michigan.



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really
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for it!**



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OUR MAGAZINE WINS AWARD

Edward G. Lynch, left, state director for the U. S. Savings Bonds Division for the Department of the Treasury, is shown presenting an "Award for Patriotic Service" for the support AFD and The Food Dealer magazine have given over the years. Accepting the plaque is AFD executive director Ed Deeb, who also edits the magazine.



It's nice when people know your name.

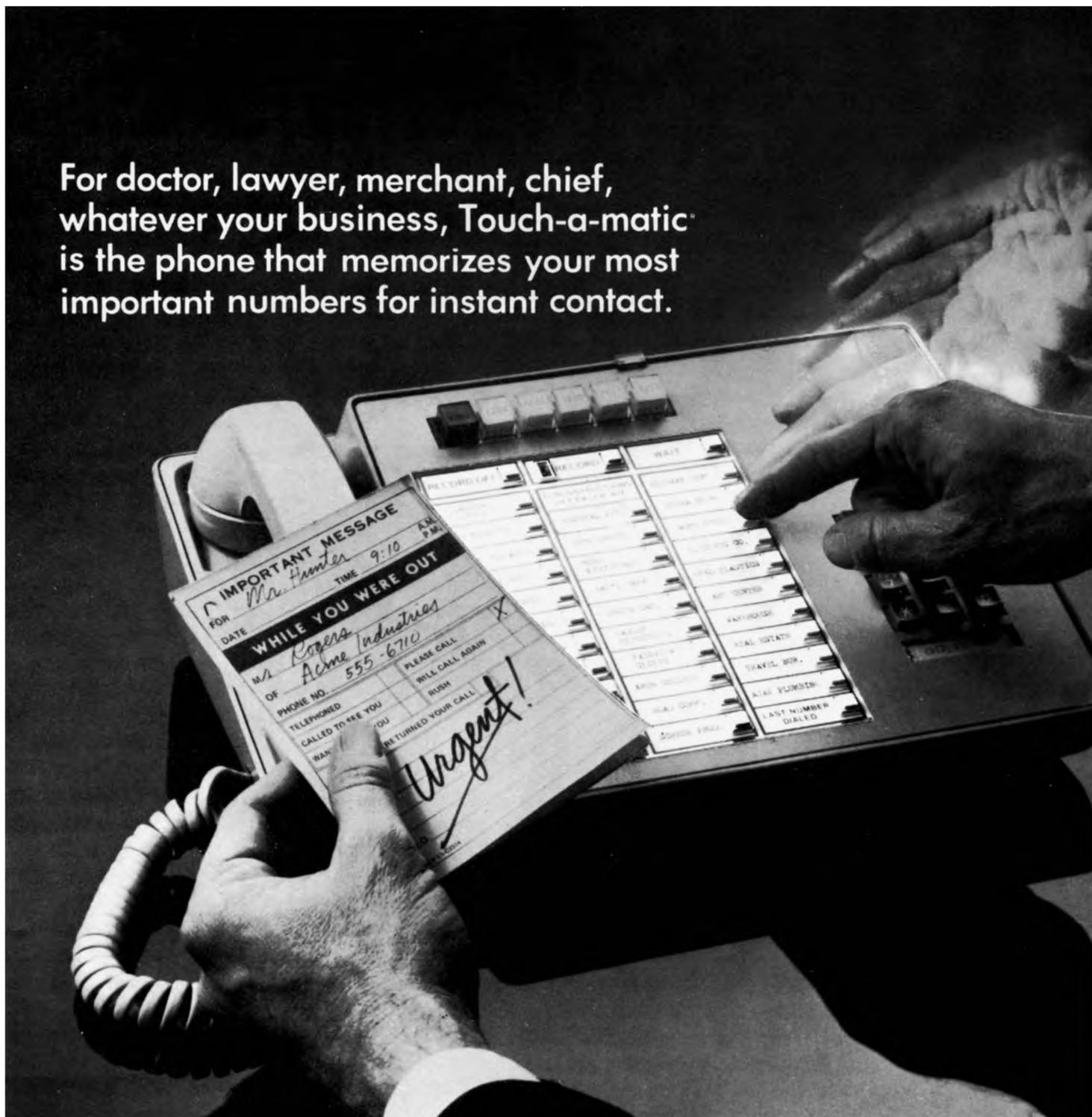
According to a recent study of well-known national trademarks by Public Relations Journal, Elsie was the most widely recognized. Over 93% of the people questioned identified Elsie with Borden.

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.



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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.**



Factors For Selecting A Retail Site

A retail consultant was asked, "What are the three factors most likely to ensure retailing success?" His reply was, "(1) Location, (2) location, and (3) location."

In other words, the impact of site selection on the success of a retail operation can't be over-stressed! This aid is aimed at just one aspect of how to determine the proper site, namely, research into the traffic in that area — both vehicular and pedestrian — that will bring business into your store. Methods of taking a traffic count are discussed along with how to interpret and evaluate the collected data.

IMPORTANCE OF A GOOD LOCATION

Often an owner-manager — for whatever reason — is faced with renewing his lease or choosing a new or perhaps an additional site for his business. At this crucial time he should consider the value of a traffic count to be sure he can depend on the new location to draw customers into his store. High costs associated with a good site make it imperative that you pick the proper one for your operation. In recent years, for most lines of trade, the average store size has increased. This, of course, means greater, financial outlay for a good location, plus greater investment in inventory, fixtures, and personnel. Did you know that firms which conduct location research generally eliminate slightly more than four out of every five cation studied?"

FACTORS TO BE CONSIDERED

Three factors confront an owner-manager in choosing a location selection of a city; choice of an area or type of location within a city; and identification of a specific site.

If you are going to select a new city, naturally you consider the following factors:

- Size of the city's trading area.
- Population and population trends in the trading area.
- Total purchasing power and the distribution of the purchasing power.
- Total retail potential for different lines of trade.
- Number, size, and quality of competition.
- Progressiveness of competition.

In choosing an area or type of location within a city you evaluate factors such as:

- Customer attraction power of the particular store and the shopping district.
- Quantitative and qualitative nature of competitive stores.
- Availability of access routes to the stores.
- Nature of zoning regulations.
- Direction of the area expansion.
- General appearance of the area.

Pinpointing the specific site is, as you know, particularly important. In central and secondary business districts, small stores depend upon the traffic created by large stores. Large stores in turn depend upon attracting customers from the existing flow of traffic. (However, where sales depend upon nearby residents, selecting the trading area is more important than picking the specific site.) Obviously, you want to know about the following factors when choosing a specific site:

- Adequacy and potential of traffic passing the site.
- Ability of the site to intercept traffic en route from one place to another.
- Complementary nature of the adjacent stores.
- Type of goods sold.
- Adequacy of parking.
- Vulnerability of the site to unfriendly competition.
- Cost of the site.

SMALL BUSINESS ADMINISTRATION REPORT.

House Party.



Nothing can match the dynamite taste of Colt 45.

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



TIME OUT AT THE GOLF OUTING

Members of the greater Detroit food golfing league pose for The Food Dealer photographer at its recent annual outing. Pictures, from left, are Bill DeCrick of Key Sales & Marketing; Cass Musial, Safway Market;

Garth Corpe, Shedd's Food Products; Bert Cohen, Detroit Warehouse Co., Joe Mummery, Spartan Stores (retired); and Frank Karpinski.

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AFD MEMBER

50% of Food Price Due To Labor Costs

"The study is believed to be the first of its kind relating to the impact of labor costs on grocery prices."

The following article is helpful in explaining the "high cost of food." It is reprinted from the August 2 Spokane Chronicle.

Organized labor spokesmen often blame unnamed "middlemen" for the inflationary spiral in the marketplace, particularly for the rising prices of food lines.

They tend to characterize these middlemen as greedy, profit-hungry ogres standing between the farmer and the consumer and taking advantage of both.

A recent cost survey conducted by Data Resources, Inc., a highly respected economic information service company, and commissioned by Grocery Manufacturers of America, has revealed that more than 50 percent of the price of the typical food and grocery items purchased in supermarkets is due to labor

(Continued on Page 20)

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.

**Hire more workers, pay less taxes.
Help put America to work.**

Contact your local M.E.S.C. Job Service or IRS office for details on the Targeted Jobs Tax Credit.



*Michigan Employment
Security Commission*

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

What Grocers Expect From Suppliers

"What are the expectations grocers have of suppliers and how can the industry be helped?"

Just what mistakes are suppliers making? What are the expectations grocers have of suppliers and how can the industry be helped by meeting the grocers' expectations?

- Suppliers should know the particular store they are selling to. Items must be consistent with a store's "life style" merchandising. Product, package and advertising should mesh with a store's customer life style target.
- New products should not simply replace other brands, fractioning the market at the same or lower gross profit than current brands. New products should expand the total market.
- Grocers are increasingly aware of the hard figures they should be presented with the introduction of new products. What share of the market does the new product already have? What share is expected? Is the product shown in a total years' program showing a long-term commitment?

- Is a new product designed well? With the tightening of inventory supplies, grocers are cherry-picking the best in the lines and want to keep the money busy by reducing inventories. Large case packs and a multiplicity of sizes, colors, flavors, etc., don't fit grocer expectations when space is money in his store.

- Grocers look for products supported by three legs of the marketing stool—advertising, consumer promotion (coupons, etc.) and trade deals. "Pre-sell" so the customer serves himself, e.g., informative advertising, label, hang-tags, etc. It saves clerk labor cost. Sophisticated retailers are assessing the cost of handling various products and lines, and those that cost a lot to handle are in trouble.

- Grocers are aware that the customer reacts negatively if the introductory deal has absurdly low prices. The normal price that is later put into effect is regarded as a rip-off.

- Requests are made by grocers for opportunities to push their own private labels with a manufacturer promotion. Co-op merchandising allowance contracts that are flexible allow them to contribute to the plans. They know their stores and customers and can often move products better than if no flexibility is allowed. ■

(Reprinted from the Washington Food Dealer)

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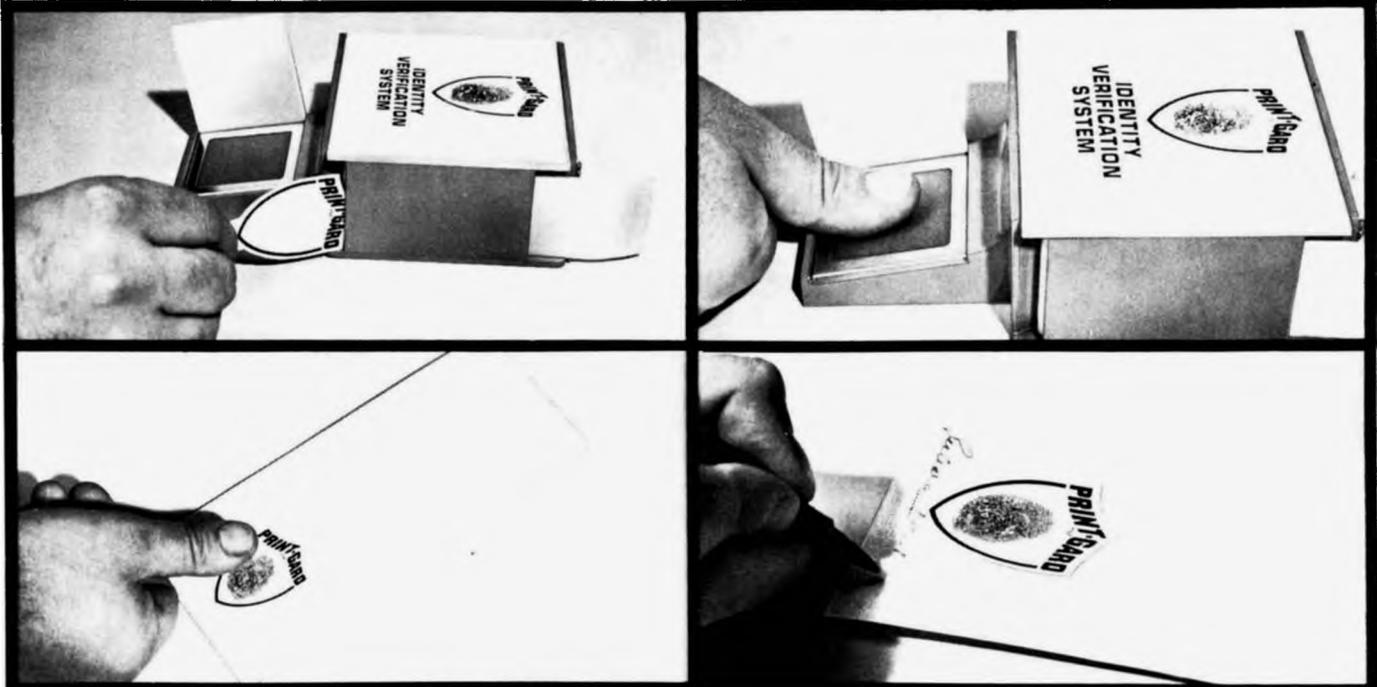
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JOBS GROUP FORMED

PRIVATE INDUSTRY COUNCIL of Wayne County has been formed to help provide a new direction in solving Unemployment problems, creating jobs, and training people for jobs by the private sector. Associated Food Dealers has been appointed liaison for this program for the food distribution industry. Pictured above, from left, Richard E. Manning, Chairman, Wayne County Board of Commissioners; Robert G. Jenks, the new president of PIC; and Edward R. Koch, deputy director of the Wayne County Manpower office.

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AFD MEMBER

“50%”

(Continued from Page 16)

costs.

What this means is that labor is a healthy part of that middleman group, yet the impact of labor costs on food prices usually is ignored in dealing with the problem of inflation in the food industry. The study is believed to be the first of its kind relating to impact of labor costs on grocery prices.

In addition to representing more than half the price of foodstuffs, labor costs within the food industry were found also to have increased at a more rapid rate than in the economy as a whole.

The study took into consideration both direct and indirect impacts in measuring total labor costs. Key sectors common to production of all items analyzed include various types of packaging, maintenance and repair business services, wholesale trade, retail trade and various forms of transportation. Hence the impacts of labor costs from each of the sectors varied markedly from item to item.

Direct labor costs averaged 18.8 percent, ranging from a low of 11 percent for meat to a high of 35 percent for bakery goods. Indirect costs averaged 32 percent across all items, from a low of 22.1 percent for cookies and crackers to a high of 41.3 percent for pickles and salad dressings.

Food industries analyzed experienced average labor rate increases of more than 8 percent annually over the past seven years.

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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HOME OFFICE: OMAHA, NEBRASKA

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

YES! I am interested in more information about:

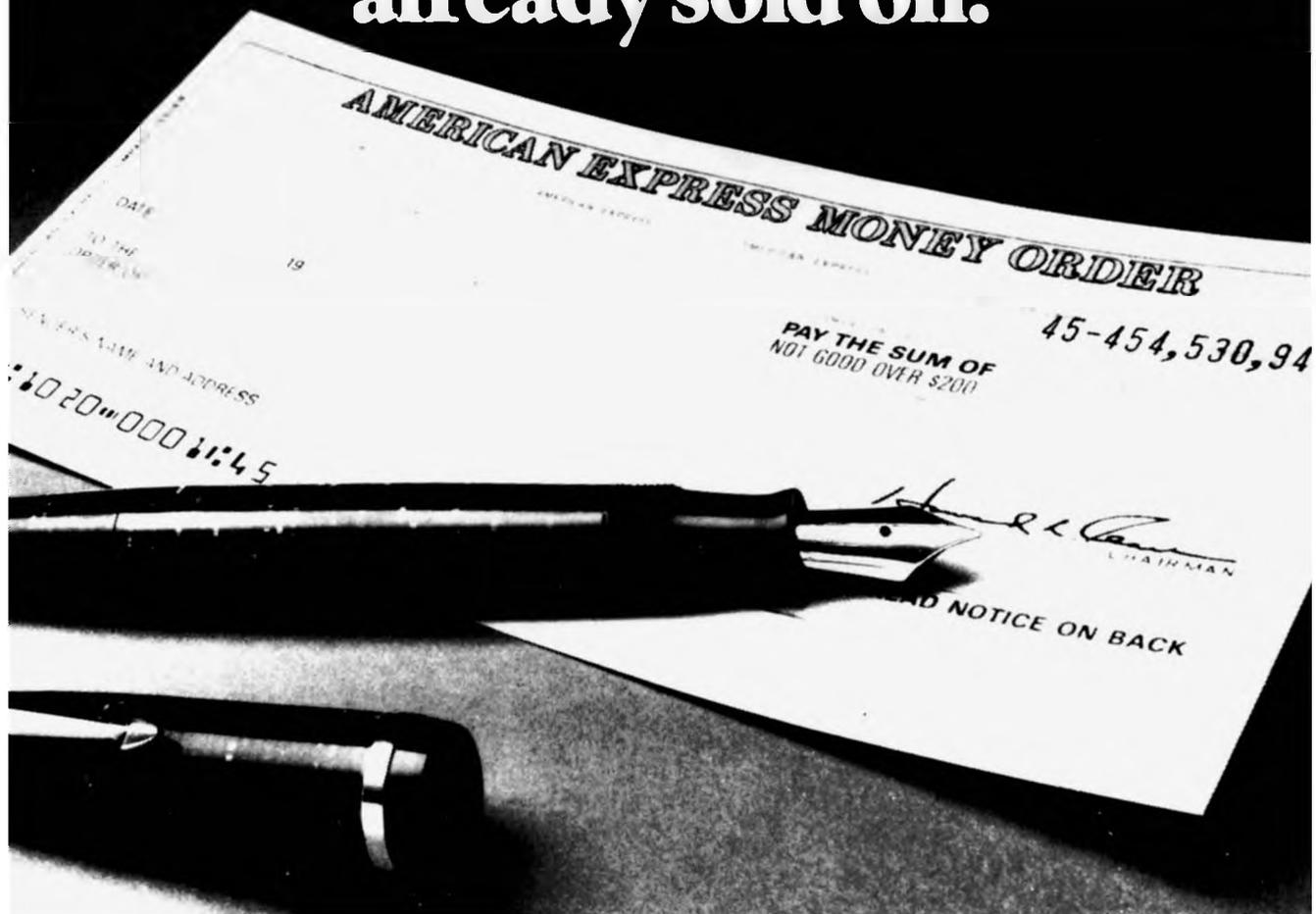
- Disability Income Protection for me
- Disability Income Protection for my employees
- Life Insurance

Name _____

Address _____

City _____ State _____ ZIP _____

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.

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
Koepplinger'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
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
National Brewing Company (Altes)	881-7924
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
SquirPak 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

Acme Food Brokerage	968-0300
Allstate Sales-Marketing, Inc.	535-2070
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
Norland 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
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
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
Peschke 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 Free 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
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 Advg. 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.	965-1295
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	921-3100
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

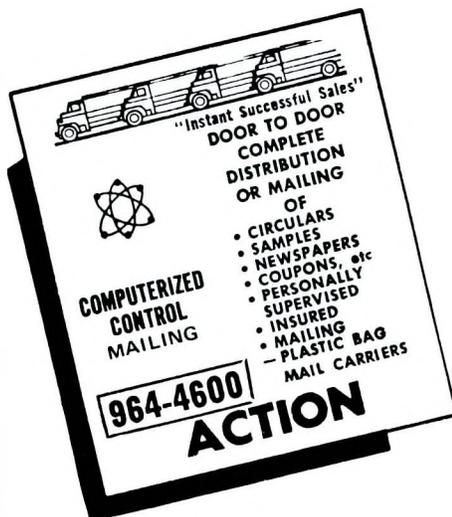
Arrow Salvage Company	894-7401
Defiance-Bartley Foods	(419) 893-9433
Central Grocery Company	(1) 235-0605
Grosse Pointe Quality Foods	871-4000
Hesano & Sons	864-6622
Kramer Food Company	585-8141
Kaplan's Wholesale Food Service	961-6561
M & B Distributing Co.	(1) 767-5460
Nor Les Sales, Inc.	674-4101
Rainbow Ethnic & Specialty Foods	345-3858
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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