

THE FOOD DEALER

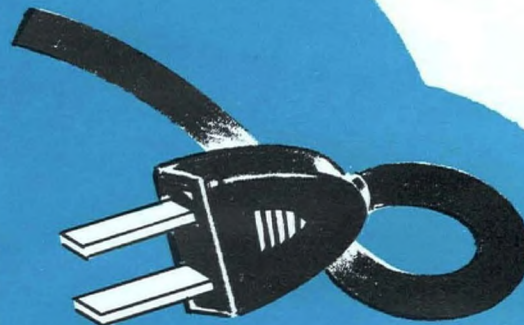
"The Magazine for the Michigan Food Market"

SPRING, 1980

**Customer
Relations**



Technology



Profit

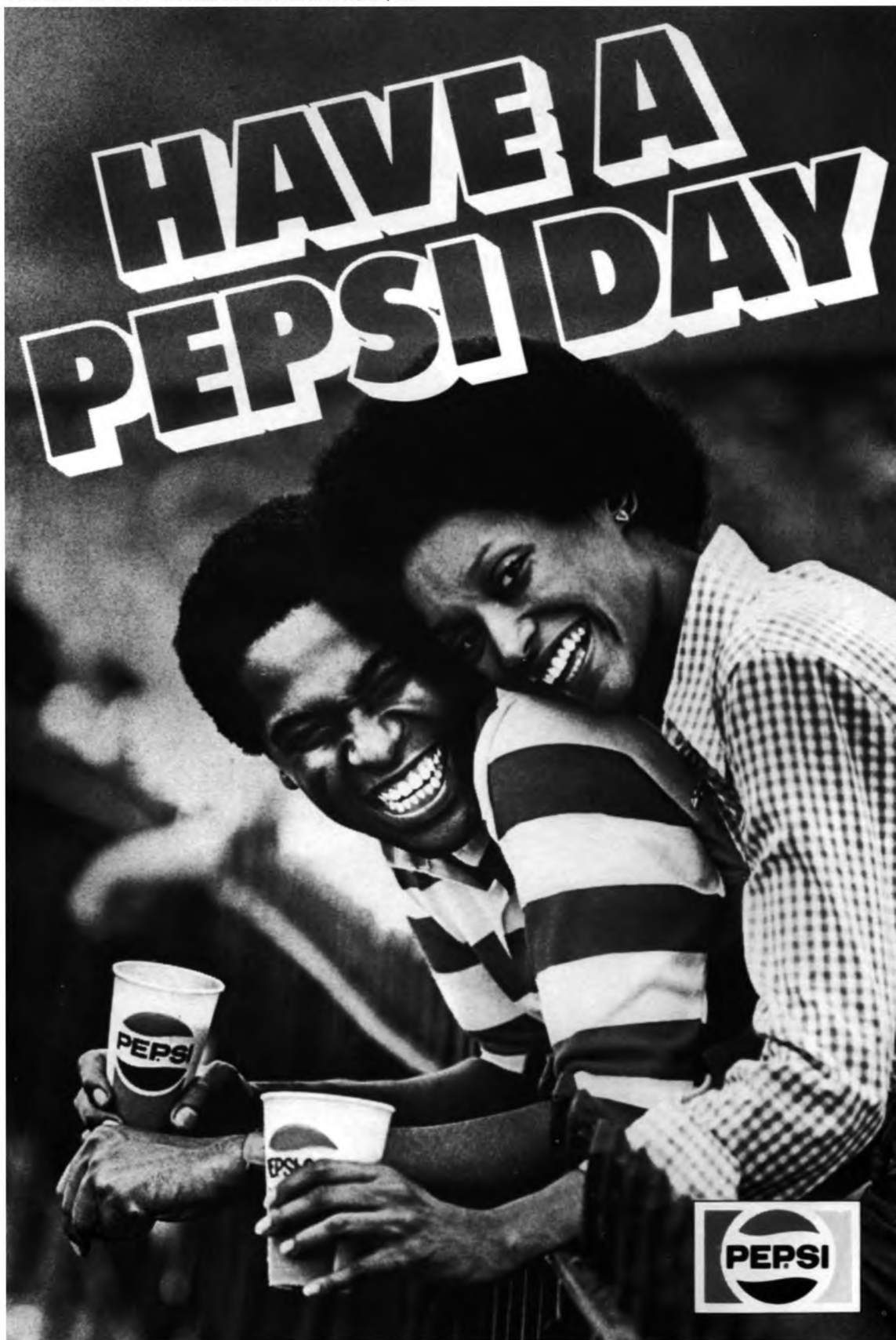


New Ideas



THE WAY TO GROW IN THE 80's

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THE FOOD DEALER

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AFD PRESIDENT Jerry Yono, left, is shown in a recent photo with his family. Next to Jerry is his wife Helen, and their two children, Jeri Ann and Anthony. Although Yono is serving in his second term as AFD president, he has been an active member of the association since 1963.



the food people!

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MEMBERS
WORKING
TOGETHER TO
BETTER SERVE
THEIR
CUSTOMERS**

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GRAND RAPIDS and PLYMOUTH, MICHIGAN

20 Good Indicators For Front End Security

1. Are cash pick-ups made on a timely basis (three or more per day) for each register in use.
2. Do your checkers borrow or buy change from another checker?
3. Do your checkers remove all items from the bottom of the bascart before they ring any item of an order?
4. If an item is illegibly marked, would any one of your checkers ask another checker the price of the item?
5. Do your checkers know what to do in the event of a holdup?
6. Do your checkers know what to do in the event of a power failure?
7. Do you have one checklane designated for employee purchases?
8. Are your employees required to remove their purchases from the store immediately after they have been purchased?
9. Do you have a clear and firm policy for handling overruns and underrings?
10. Do you have a clear and firm policy for handling refund?
11. Do you ever leave one checker on duty without a member of management in the store?
12. Do your checkers know what actions to take and exactly what to say in the event of a customer accident?
13. If a customer claims that he has been "short changed," do your checkers know exactly what to do?
14. Do you require all deliveries by vendors or jobbers to be made at the back door?
15. At the start of the day, are two or more persons required to open the store safe?
16. During business hours, is the safe kept locked when it is not being used?
17. Do you have a store-office employee who has not taken a vacation for over a year?
18. Do your store-office employees know what to do in the event of a holdup?
19. Do you require all female front-end employees to keep their purses and handbags in a location other than the front end?
20. Do you have an on-going practice of collecting and inventoring bascarts?





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 Birds Eye® 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:

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GENERAL FOODS CORPORATION



ANNUAL PRESIDENT'S MESSAGE



JERRY YONO
AFD President

We're Working Hard On Behalf of Our Industry

By JERRY YONO

Purpose of a trade organization as our own AFD is to provide a central clearing house of information for the food and beverage industry, while bringing together people with common bonds and problems to seek solutions to those problems.

As your President, along with the AFD Board of Directors, and the association staff, we are pledged to fulfill the aims and objectives of Associated Food Dealers, as clearly defined in our By-Laws, and imprinted on our membership certificate.

"To continually improve and better the industry in which we do business, constantly offering the consuming public the best possible products and services at the lowest possible prices, in the American tradition of free enterprise . . . and serving as the watch-dog for our industry to represent our members in the cause of justice and fair play at all levels of government, business and in the community at-large."

At this time, I wish to report to the AFD membership some of the key issues and programs we have been working on in your behalf, which fall into four basic categories:

1 — Government relations. In this category, AFD is regularly working with the Legislature, Congress and a multitude of government bureaus on behalf of our members.

We have been working hard to increase the liquor mark-up for SDD licensees, which is long overdue. We have been working to speed-up license transfers. We have been working for relief from the costly Single Business Tax. We have been trying to obtain relief from the high cost of Workmen's Compensation. We are working to provide relief for retailers and the entire industry from the costly and highly inefficient bottle bill.

2 — Community Relations. In this area, we have just launched a Task Force with New Detroit to help resolve misconceptions within the community, resolve problem areas, and institute a continuous dialogue with community leaders. Walter Douglas is to be commended for taking a leadership role in this area.

We work closely with such community groups as the Mayor's Hunger and Malnutrition Task Force . . . and the City of Detroit Human Rights Commission... and through our own Task Force on Crime to help reduce crimes affecting suppliers, retailers, vendors and drivers, with the help of the Teamsters Union.

3 — Member concerns. For the past seven months, we have been negotiating with officials of Blue Cross and Blue Shield to begin offering our members the most comprehensive hospitalization package available. The fruits of our labor will be noticed within the next sixty days. We also are prepared to launch a major food industry job training program and placement bureau, with the assistance of New Detroit.

4 — Public Relations. The AFD works regularly with the area press and news media to communicate important issues on behalf of the total industry. We also work with various service clubs and community organizations, through our Speakers Bureau, relating the importance of our industry, including new innovations to watch for.

These are only some of the things we are doing. But to accomplish these objectives, it cannot be done by one person alone. It is done by all of us working together in harmony for everyone's interest.

Therefore, at this time, I wish to thank the AFD Officers, Directors, committee members, retailers, suppliers, AFD executive director Ed Deeb and the efficient office staff, for helping me do the job you have elected me to do. Thank you one and all!

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.

OFF THE DEEB END



EDWARD DEEB

Time to Get Involved

In this age of the consumer, instant communication and political coalitions, you who own and manage stores and companies in our industry cannot afford to be complacent. There is an anti-business atmosphere, and you should be involved more than ever within your community and with your elected officials.

Traditionally, church, community and charitable groups have gone first to the grocer for assisting a particular cause or effort. Food and beverage operators are second to none when it comes to this type of assistance and involvement.

Not so typically however, the business community has been reluctant, skeptical and even "fearful" of being involved in the community from a political standpoint. Thus, political groups and politicians have been having a field day picking on business, generally; and the food industry, specifically, because food is a basic need.

Sure, trade associations as AFD are watching developments affecting our industry regularly, and representing the industry we have to. But we as an industry need more than this. We need to communicate and work with people in the community at the grass roots level.

For starters, begin communicating regularly with your elected representatives at the local, county, state and national levels. Write to them on various issues. Phone them to relate your concerns.

As for non-elected persons, start talking to your customer. Get to know their concerns, feelings, interests. Be sensitive to their needs. Above all, be honest with them. At the same time, let them know your concern about rising prices, unemployment, inflation, deficit government spending, the unbalanced budget, the unfavorable balance of trade, excessive taxation which prevents the growth of your business, etc.

Let the people you serve and work with know you, too, care about what's going on in the community, the state, the nation and the world.

Then perhaps people will be reminded that our great free enterprise system, with the business community anchoring the foundation, is what made this country great. Let them know that you want to help keep our country number one.

Hopefully, the community will gain respect for business again, and once and for all, dispel the anti-business climate which exists.



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.

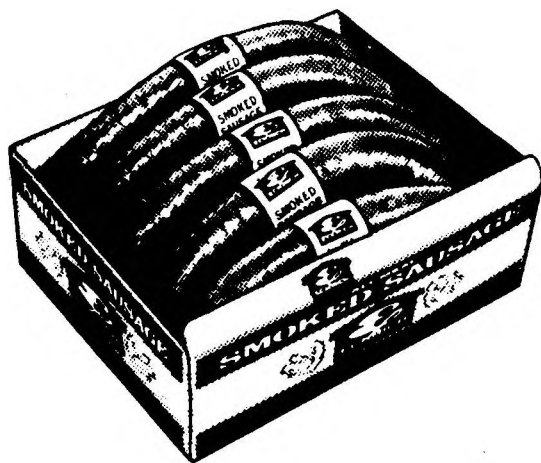
If it's Borden, it's got to be good.



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The High Cost Of Weighing Errors

Market managers and store owners in some areas have received unfavorable publicity because of short weights (overcharges) at the meat counter. Many cities apparently are stepping up their programs to protect supermarket customers.

The retailer wants to give each customer the right amount of meat for the money he pays, he doesn't want to give away any meat. And that is where the problem lies. There is no question but that profits can be wrecked if retailers are too generous with tare allowances. Losses can be great, and any time spent in working out exact pricing procedures — to give correct weight without giving away meat — will be worth while.

WHAT CAN BE DONE?

1. The most important thing, of course, is to allow the right tare. It doesn't take too much time to check random weights on some packages. If some weights are questionable, rewrap and reweigh the packages and then increase the tare slightly to take care of the weight loss. The problem packages are always the bloody meats — rump roasts, round steak, chickens, liver, etc. And water added hams can give trouble, too.

2. Check all tare allowances to see that they are right. Many meat departments insist on over a full ounce allowance for water added hams. And about $\frac{3}{4}$ of an ounce for tray wrapped liver. Boneless beef roasts should get an allowance of over a full ounce for each package, in the bigger sizes. These meats are leakers and the moisture loss can be surprisingly great after a couple of days in the meat case.

3. Rewrap certain packages every morning to make absolutely sure you will have no problems with short weights. Include all bloody packages that have lost moisture and have lost their buy appeal.

4. Check your trays and boards for tare frequently. Don't assume that the tare allowance is safe just because you checked all sizes of trays and boards a month ago. They can change enough to throw off the allowance.

A good way to start a new program for the meat department is to walk into the department just as if you represented the weights and measures department. Pull out a few packages from the meat display case. Check their weights and imagine what the inspector would say about the weighing policies.

If the results are poor, start some immediate and positive action. It will save money.

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Cattle By-Products — Important, But Unknown

Quickly now. What do marshmallows, surgical sutures, steel ball bearings, leather and insulin have in common? Give up? In one way or another, all are derived from or use the derivative of cattle in their production process.

Hard to believe? Well, according to the Meat Board's Beef Industry Council, beef is just one of the things we get from cattle. A brochure notes that an average 1,000 lb. steer yields about 432 lbs. of steaks, roasts and beefburgers.

What happens to all the rest? "Very little of the animal is wasted," says John L. Huston. "Of the remaining 568 lbs., the majority yields a vast array of edible, inedible and pharmaceutical by-products. Most consumers are totally unaware of how many important products rely on some cattle by-product for their existence."

According to Huston, the Council has received many questions concerning by-products. "Consumers are interested in every phase of our industry. In the past we've explained how beef gets to their tables as well as how to buy, store and prepare the product. But the consumer was more or less unaware of the cattle industry's contribution to the life style of Americans beyond the dinner table."

Of the many by-products mentioned in the new brochure, the edible are by far the most well known. Livers, kidneys, hearts, brains, tripe, tongue — all highly nutritious foods, esteemed by many as delicacies.

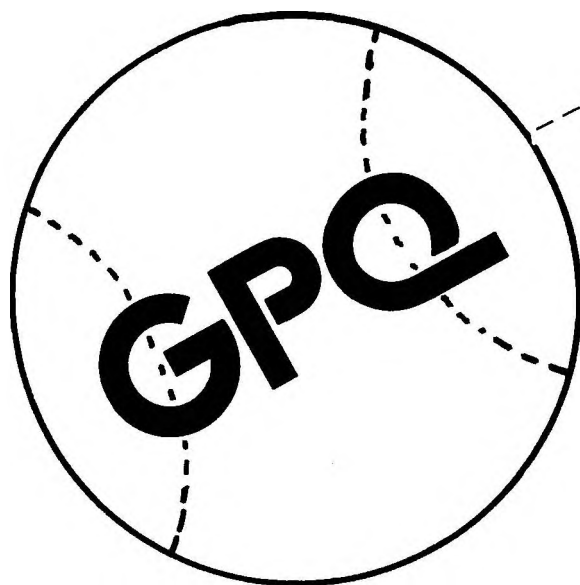
Some of the inedible by-products also are well-known, especially leather, felt and hair from the hide.

But few are aware of the wide variety of life-saving, life-improving drugs derived from cattle . . . the best known of which is insulin, needed every day by 1.25 million American diabetics. Other pharmaceuticals used every day make childbirth safer, help settle upset stomachs, prevent blood clots, control anemia and assist in cancer research.

Not as glamorous, but useful nonetheless, are by-products which prolong the life of automobile tires, hold plaster on walls and asphalt on streets, or insulate homes. Lubricants, cosmetics, adhesives, soap and violin strings are also on the cattle by-product list.

"Cattle have always enriched man's life," says Huston. "Their importance to modern man goes far beyond being the source of a nutritious and enjoyable food. And it is the many uses for by-products that helps keep the cost for beef well below of what it might otherwise be."

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ON YOUR
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Americans Are Changing Their Eating Habits

Americans are changing their eating habits.

Today, they are consuming fewer calories and more nutrition. They are also spending a bigger chunk of their budget on meals away from home.

They are eating more fruits and vegetables, more poultry and less pork.

The U. S. Department of Agriculture has conducted several studies to keep track of food consumption in the United States. The studies, including information from 15,000 households and 34,000 individuals who consumed more than 20,000 different products, are still going on, but some preliminary results are available.

A comparison of diets in 1965 and 1977 showed that the average number of calories declined by 10 percent. Nutrition experts in the department said the drop was probably due to a decrease in the use of milk and dairy products, bread and cereals, fats and oils and sweets.

People are getting more calcium and vitamins A and C than they used to. They are getting less fat.

Iron intake generally remains below recommended daily allowances, however.

Fewer calories doesn't necessarily mean fewer pounds. Mark Hegstead, administrator of USDA's Human Nutrition Center, told a conference recently that the population as a whole is getting fatter at the same time it is eating less. "There have been rather large decreases in physical activity — shifts to more sedentary work — that the national jogging kick has not balanced," he said.

In another development, "managed snacking" around the clock may be a better way to eat than the traditional three square meals a day, say two nutrition experts from Michigan State University's Department of Food Science and Human Nutrition.

Dr. Gilbert Leveille, professor and chairman, and Dr. Dale Romosos, assistant professor, reached this conclusion after a series of experiments in which some animals were permitted to nibble food all day long while others were fed only at regularly spaced meal-times.

After several weeks on these regimens, the meal-eaters had consumed less food than the "nibblers," but had gained more weight. Furthermore, the extra weight was in the form of fat, the two scientists reported.

"By adhering to meal-times," they wrote, "man has become the architect of his own obesity."

Alteration of human eating patterns may have important implications for treating and possibly preventing obesity and the related problems of heart diseases and diabetes, they stated.

Where the Action is



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Contact Anheuser-Busch, Inc., National Account Sales Dept., 2800 South Ninth Street, St. Louis, MO 63118



How to Prevent Shoplifting Losses

One of the most serious and costly problems facing food market operators, and all retailers for that matter, is shoplifting. Each working day thousands of dollars are lost in stolen merchandise. The following is a checklist of things you should know to help prevent shoplifting in your store:

1 — Biggest days for shoplifting are Friday and Saturday, when 18% of all shoplifting is done on each of these days.

2 — Biggest Hours of shoplifting is between 3 and 6 p. m.

3 — Most frequent items stolen in the supermarket are health and beauty aids, 22% . . . cigarettes, 18% . . . packaged meats, 17%.

4 — Male and female run about the same percentage-wise in shoplifting.

5 — Those between the ages of 18 - 29 do 26% of all shoplifting.

6 — A purse is used in 36 of all shoplifting cases... pockets account for 27% and under-clothing for 16%.

7 — Two million Americans stole over \$3 billion dollars worth of goods last year. Only 10% of those apprehended are ever brought to trial . . . and only a

fraction of that 10% are penalized for their crimes.

8 — Shoplifting has increased 139% since 1960.

9 — Federal Government reports advise you to catch your employees and forget the shoplifters, and you would be better off. They state that 65% of all theft is done by employees.

10 — Keep a close eye on back doors and stockrooms. Most people are basically honest, but remove the temptation.

11 — Watch for people wearing heavy clothing.

12 — Watch the bottom of all grocery carts. One of the greatest causes of store inventory losses are items going out on the bottom of the grocery cart!

13 — Watch for women placing their purses on the handle of carts, with the purse open and merchandise along side of it. Watch particularly for extra large purses.

14 — Watch for records being put in pizza boxes.

15 — Watch for cartons of cigarettes being put in cereal boxes.

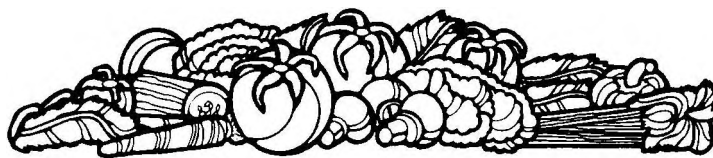
16 — Watch for men and women who have pockets

(Continued on Page 50)

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THE PYRAMID OF QUALITY COVERS THE MITTEN



Let's Take the Profit Out of Doing Nothing

By Richard L. Leshner, President
Chamber of Commerce of the United States

With a touch of brilliance, former President Calvin Coolidge once observed: "When more and more people are thrown out of work, unemployment results." Were he alive today, he might add that when unemployment compensation is sufficiently generous, many recipients lose their incentive to work.

Unemployment compensation was not meant to become a giant giveaway program. It was designed as a needed safety net during the 1930's to protect the millions of people who were plunging toward financial disaster, or who had already been wiped out. Regular unemployment checks helped families pay their bills until the crisis subsided and the breadwinners could return to work. That, at least, is the way the system used to work.

Times have changed. Today, unemployment compensation is no longer just a financial safety net. For

more and more Americans it has become a semi-permanent way of life. Some of the abuses even seem commonplace.

— There is the young college graduate who could work, but who would rather stay home and play the guitar while collecting unemployment compensation.

— Or what about the man who is weary of his work, wants a change and doesn't mind the public picking up his tab while he decides what to do?

—And, of course let's not forget all those who head south each winter to frolic in the surf while pretending to look for jobs.

The point is not that Americans, by nature, are dishonest. Certainly some people do deliberately cheat, but the majority are still honest. The real problem is with the unemployment compensation program itself. People tend to respond rationally whenever they are given incentives to work more - or less. The message the unemployment compensation program now sends is clear for anyone willing to listen. In so many words it is saying: "Do not be con-

(Continued on Page 20)

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FOOD FOR THOUGHT

FROM THE DETROIT FREE PRESS

Food advertisers stock up on big sales from the "soup-er" Detroit Free Press audience. The 8-county Detroit ADI had a \$3.9 billion grocery bill in 1978. * And, a large share of those dollars came from Free Press readers. Among Detroit daily newspaper readers in households spending \$100 or more weekly in supermarkets or grocery stores 52.6% read the Free Press, and the Free Press reaches 57.2% of daily newspaper readers in households using cents-off coupons at least once a week. **

The Free Press audience, with its strong concentration of college-educated, high-income families with good-paying jobs, is the reason the three largest supermarket chain store advertisers in the Detroit area placed 50.6% of their combined daily Detroit full run newspaper lineage in the Free Press in 1979. *** From soup to nuts, Detroit Free Press advertising "can-pull" the kind of response food advertisers need.

Sources: * 1979 S&MM Survey of Buying Power

** 1978 Scarborough Report

*** 1979 Media Records, retail, 8 col. vs. 8 col.

Detroit Free Press

the right paper to reach the right people



ON PROFIT

(Continued from Page 18)

cerned about substituting subsidized leisure for taxed work. In fact, be our guest!"

The General Accounting Office, Congress's official watchdog agency, recently issued a report explaining how this program developed, why it is so serious and how it can be corrected. The GAO notes that the program's benefits were originally set at 50 percent of gross wages back in the 1930's - a time when little or no difference existed between gross and net wages. The interim years have witnessed huge increases in federal, state and local income taxes as well as Social Security taxes. So today, a taxfree check amounting to 50 percent of one's gross pay does not represent nearly as big a loss as it did when the program began.

Result? GAO interviews with 3,000 unemployment recipients nationwide established that, on average, people can expect the program will replace almost two-thirds of their former weekly net pay. Fully seven percent of the recipients actually received more money from unemployment compensation than they took home from their former jobs. GAO investigators also reported "the absence of work-related expenses during unemployment increases the

net value of unemployment compensation (and) child care are quite substantial while working and cease during periods of unemployment."

The report urged strong measures to rid the program of its existing inequities and disincentives. These include making unemployment compensation subject to the personal income tax and reducing benefits by the amount of retirement income an individual is receiving.

Two years ago, I warned that while we need a short-term jobless program to assist those in need, we cannot afford permanent subsidies to create a new leisure class. Congress has still not grasped that distinction. Until it does, those who work will be hit with higher taxes and inflation to support those who seek a profit for doing nothing.

FEEDING AT THE TROUGH

More people depend on government handouts today than do not, according to A. Gary Shilling, president of Shilling & Co., New York economic consultants.

"As of 1977 the percentage of the population dependent on spending by government, at some level, for a significant part of their income came to 54 percent - up more than 11 percentage points from 1960's 42 percent." Shilling reports.

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

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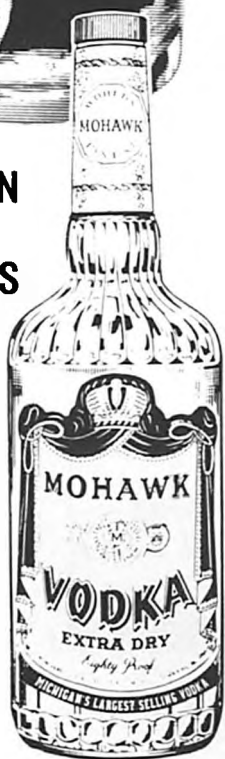
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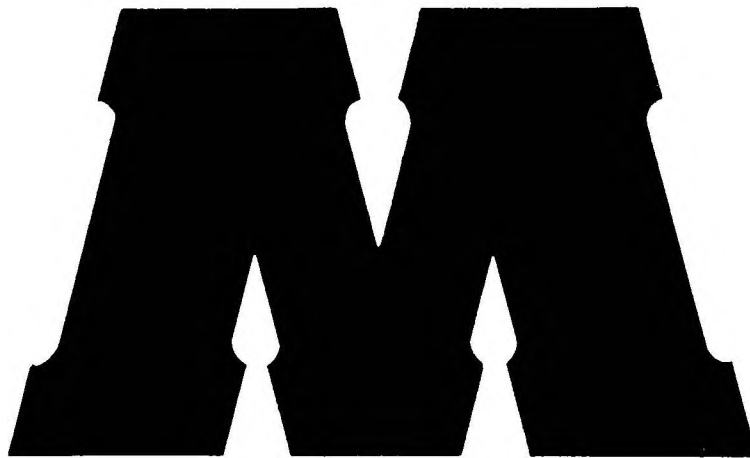
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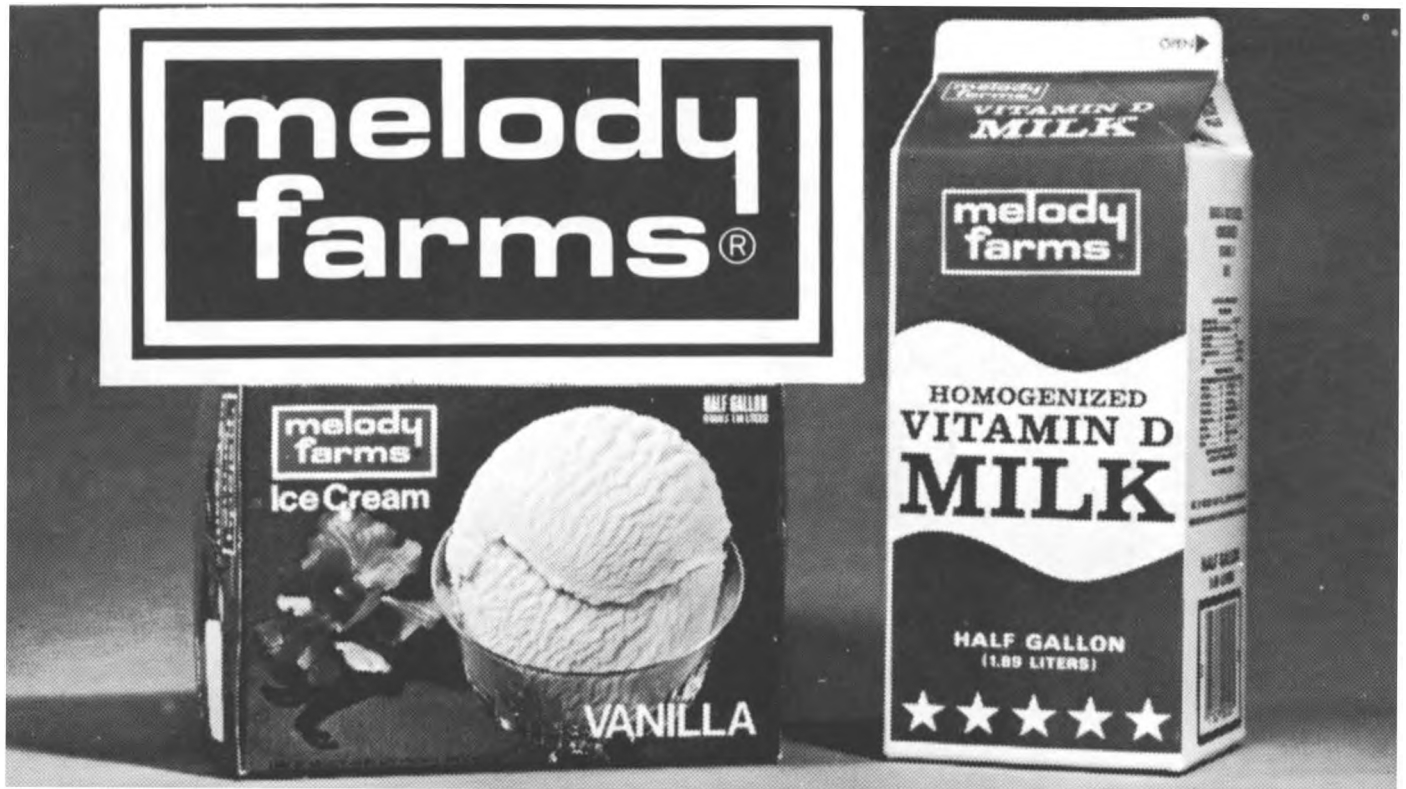
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USDA Announces New Anti-Fraud Food Stamp Rules

The U. S. Department of Agriculture will implement a series of measures aimed at tightening management of the food stamp program and preventing food stamp fraud. Assistant Secretary Carol Foreman said, starting in June, people applying for food stamps must supply social security numbers for adult household members and all children with income. "This provision, which is required by a 1979

law, will help states use computers to check information provided by people applying for food stamps," Foreman said. "People who refuse to supply their social security numbers will not be eligible for food stamps."

The new regulations also crack down on people who have defrauded the food stamp program," Foreman said. They are already disqualified from receiving food stamps for 3 to 27 months. They can now rejoin the program only if they repay the stamps' value in cash or agree to have their allotment reduced until the money is recovered as an incentive to States to keep half of the money they recover.

1980 Social Security Tax Rules

Social Security reminder: effective January 1, 1980, the first \$25,900 of wages is subject to social security taxes. The rate remains the same as in 1979; 6.13 percent for both employer and employee. The maximum to be paid by each, therefore, is \$1,587.67, an increase of \$183.90 over last year. For the self-employed, the rate is 8.10 percent and the basis is also \$25,900, for a maximum tax of \$2,097.90.

Another social security rules change is that the annual beneficiaries can earn without losing any benefits has been increased from \$4,500 to \$5,000 for

those age 65-71, and from 3,480 to 3,720 for persons under 65.

Still another government ruling effecting social security beneficiaries originates with the IRS and has to do with deferred compensation plans. To avoid causing such compensation to be liable to social security and unemployment taxes, new procedures must be followed.

The deferred compensation arrangements must be spelled out in detail in an establishment plan that covers either specified classes of employees or employees in general.

Your CPA can help make your plan conform to the new rules if it doesn't already.

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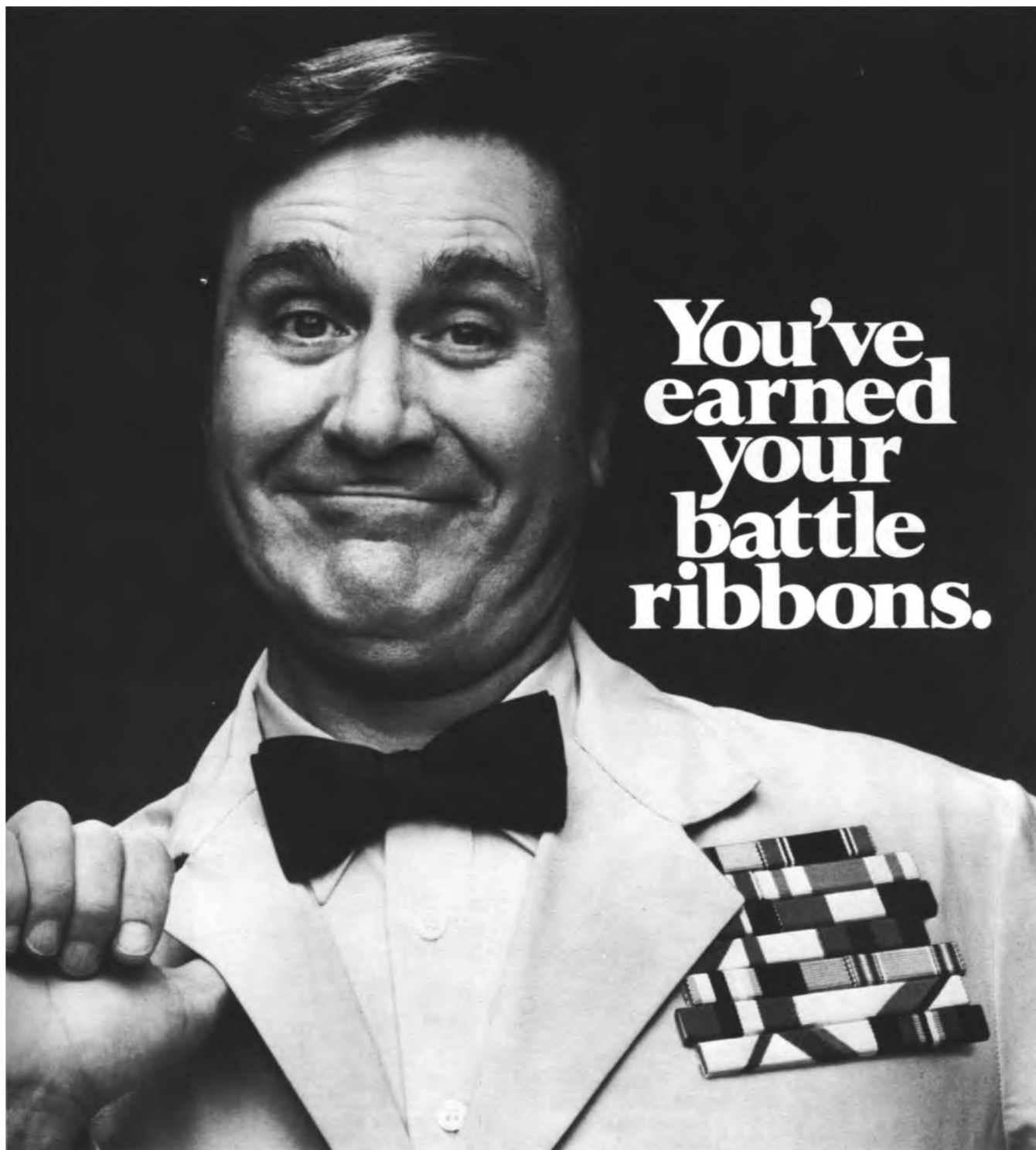
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in the front lines, we at Procter & Gamble, salute you. We're proud to be in this business with you.

You've supported us by selling our products. And we've supported you by trying to provide consistently salable products of quality, by helping to expand your sales with new brands, and by helping you to create profitable new categories.

You've earned your battle ribbons.

Tom McClinton Alex Keller



Procter & Gamble

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Jerry Yono
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YOUR 1980 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



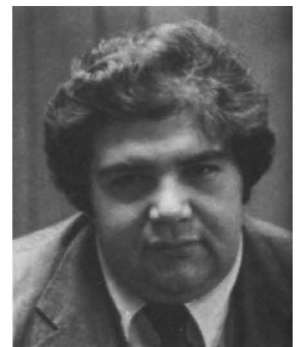
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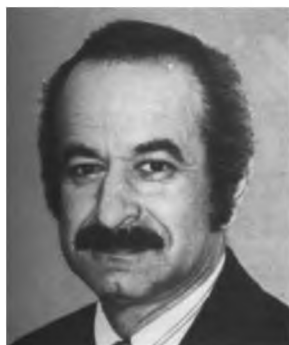
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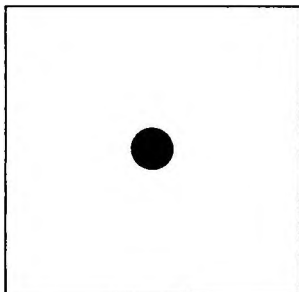
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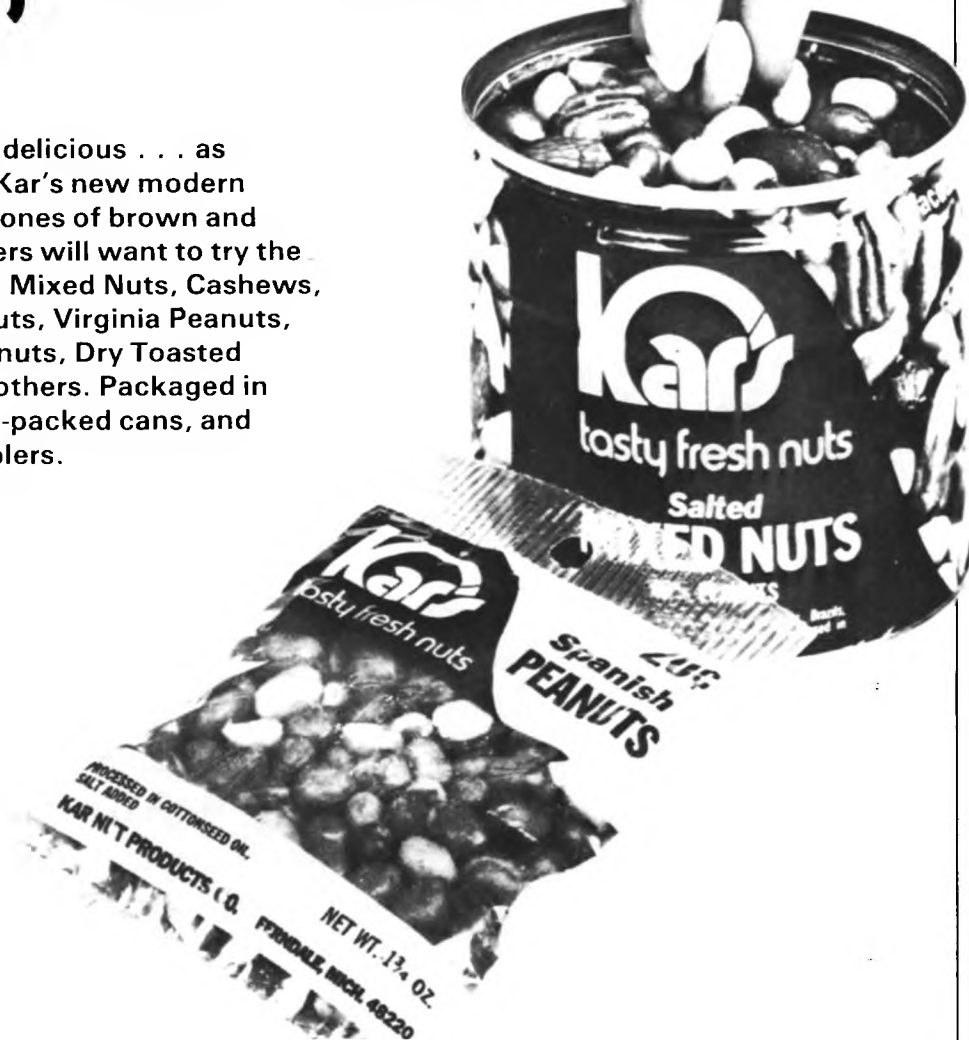
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U.S. Anti-Trust Chief Wants Violators Sent to Jail

The U. S. Justice Department's new anti-trust chief says he's convinced heavy fines on corporate price-fixers and monopolists, or getting them to admit guilt, is not enough of a deterrence. The punishment, he is telling Congress, has to be more jail sentences. Some key members of the House Judiciary Subcommittee on Antitrust and Monopoly think that approach may be a shade too muscular, and that the traditional treble damage route, if followed religiously, might be the preferred way to go.

But Sanford Litvack, who is meeting almost daily with anti-trust staffers to plan litigation-related strategy, says he is absolutely determined to step up his division's criminal enforcement activities. "Without belaboring the point," Litvack notes, I am convinced from experience (as a private anti-trust practitioner representing defendants) that the most effective anti-trust deterrent is the real and serious threat to personal freedom and reputation posed by the prospect of jail."

Be Careful of Polyethylene in Fat and Bones

The problem of Polyethylene getting into the renderers' raw materials and being suspended or dissolved into the fats during rendering has become serious. The loss of users for tallow would be a critical blow to all renderers and suppliers of raw materials. Since it is not feasible to remove suspended or dissolved polyethylene in tallow due to the extreme difficulty and expense involved, it becomes necessary to keep it out of the raw materials received for rendering.

A concentrated effort must be made by all suppliers of raw materials to see that plastic packaging

materials, drum liners and so forth, are not allowed into the raw material going to the rendering companies. If they are not kept out, then the renderer faces a loss of their markets for animal fats.

It is strongly urged that all meat markets take immediate steps to insist that all polyethylene or plastic packaging material, drum liners, etc. be kept out of raw materials.

We seek the cooperation of all market managers to keep polyethylene out of your drums. By doing so it will maintain the markets of animal fats.

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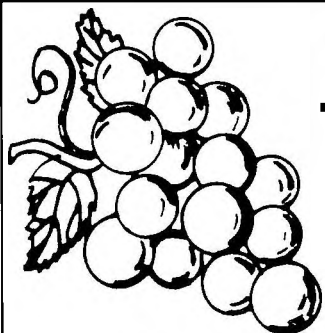
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IN APPRECIATION:

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

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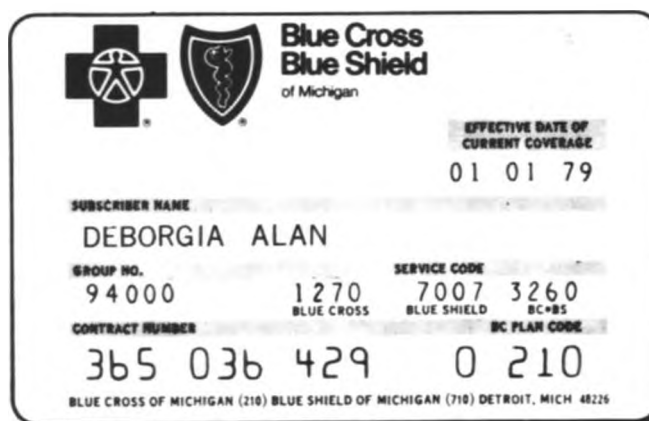
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Restaurants Authorized To Accept Food Stamps

Over a thousand restaurants in fifteen States are now authorized to accept food stamps from eligible household members sixty years of age or over. The Food Stamp Act of 1964, as amended in 1973, authorizes restaurants that have contracted with their appropriate State agency to accept food stamps from serving meals to the elderly at concessional prices. The Food Stamp Act of 1977 also provides that recipients of Supplemental Security Income benefits under Title XVI of the Social Security Act are eligible to purchase meals with food stamps in restaurants.

To be eligible for authorization, a restaurant must have a contract with a State agency to serve meals at reduced prices to members of eligible households. Restaurant operators interested in becoming authorized to accept food stamps should contact their State Welfare Department to determine which agency in the State has jurisdiction in the matter.

According to the U. S. Department of Agriculture Food and Nutrition Service, restaurants are currently authorized to participate in the Food Stamp Program in the following States: Alabama, Arizona,

California, Colorado, Florida, Hawaii, Iowa, Kansas, Minnesota, Nebraska, Oregon, Rhode Island, South Dakota, Texas and Utah.

State contracts with restaurants call on operators to meet the following requirements:

1. Provide nutritionally balanced meals for breakfast, lunch and dinner during its regular hours to eligible persons at 10% less than the prices charged its regular customers.
2. Accept USDA Food Stamps in lieu of cash from an eligible elderly food stamp program participant.
3. Require proof of eligibility in cases of doubt by requesting a person's Food Stamp identification card.
4. Provide meals to eligible persons without discrimination as to race, color, or national origin.
5. Keep records and file reports on forms and in the manner required.
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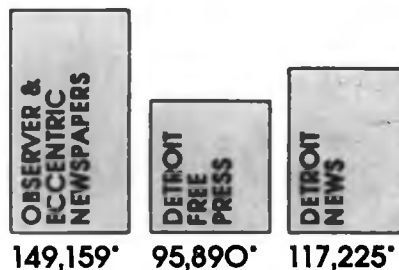
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* Source: CAC, ABC

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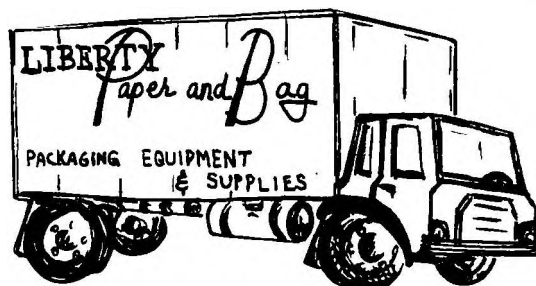
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You Get An Extra Dividend From Belonging

Feudal parliaments had three "estates" — clergy, nobles and bourgeoisie (commons). In his French Revolution, Thomas Carlyle hailed the emergence of the Fourth Estate, comprised of "able editors, new printers and new journals," which shaped and rallied public opinion and grabbed leadership from the national assembly. The collective power of the press remains as potent as ever, as the Watergate incident shows.

There is also a Fifth Estate that wields great influence in America, and every association member is part of it. Trade associations, professional societies, civic and charitable groups—these and every other type of membership organization play an unchallenged role in the conduct of national, state and local affairs. As everyone knows who attended a hearing before a Senate or House committee, or at his state capital, association leaders provide the bulk of the testimony. This is the Voice of Democracy, and without its expert guidance legislation would harm considerably more than it helps.

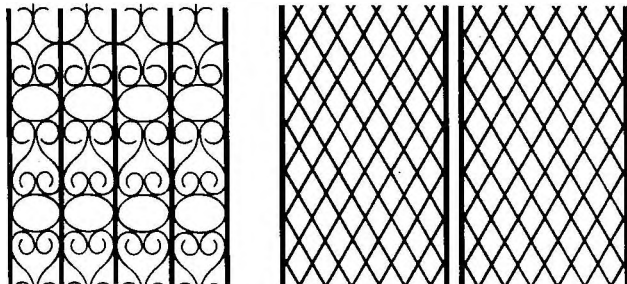
Every citizen has a right to appear for or against a bill and to communicate individually with his Congressman. But those outside the Fifth Estate rarely do. Action and effectiveness stem from orga-

nization: before anything is accomplished there must be an alert, a call to arms, mobilization of willing adherents, and instruction in the course to be followed.

The Fifth Estate is not concerned exclusively with legislation. Internally, for instance, it fosters trade customs, codes of ethics and safety practices. Examples of external impact abound, including anti-pollution drives and standards that will make our land a better place to live.

This aspect of membership has to be read between the lines. There are plenty of other reasons for joining, especially direct benefits and services that repay the dues investment. But everyone who cares about the future of his country and his calling deserves to be enlisted in the Fifth Estate.

Contact the Associated Food Dealers for information on how you can become a member of our Fifth Estate. Write to 125 W. Eight Mile Rd., Detroit, Mich. 48203. Or Phone (313) 366-2400.



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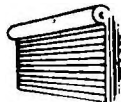
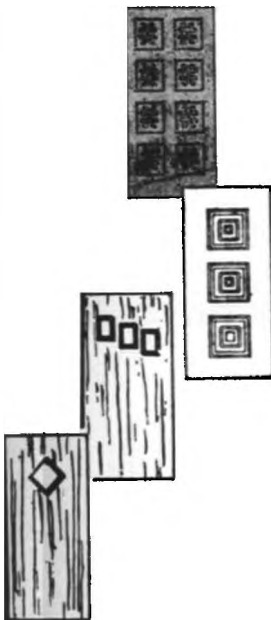
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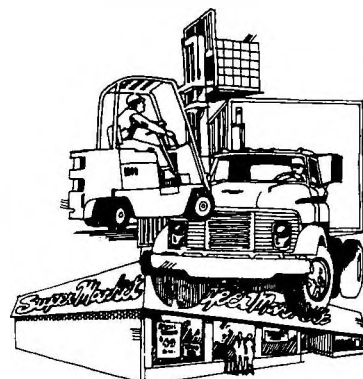
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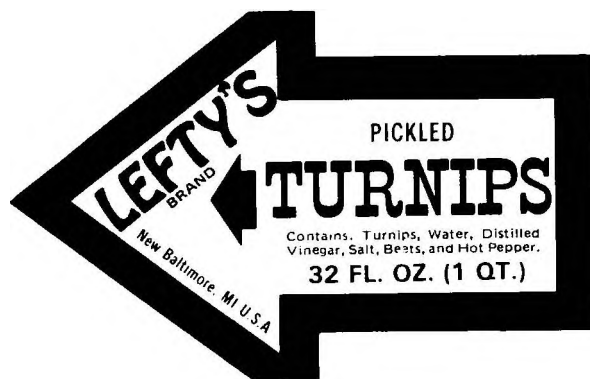
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DETROIT Mayor Coleman A. Young took time out from his busy schedule to review construction of the new Eastern Market complex. Looking on, from left, are Al Chirco of Al's Seafoods; Ralph Brumer, General Provisions; Mayor Young; and Vincent (Jim) Vitale of Faro Vitale & Sons produce distributors.

New Eastern Market Complex Prospering

Vincent "Jim" Vitale, Ralph Brumer, and Al Chirco, partners of Vitale Associates, Inc., have opened their new retail complex in Eastern Market at Russell and Wilkins Streets, Detroit; a part of the first new retail development in Eastern Market in over 50 years.

The complex includes General Provisions, Inc., purveyor of beef, veal, pork and lamb to hotels, restaurants, and convalescent homes as well as retail sales of all types and meats. Al's Seafood, offering freshly caught and frozen fish and seafood, Deli and Wine Shop, specialists in cheese, wine and delicatessen foods, Nikolas Cafeteria, a fast service restaurant and cocktail bar with seating for 200, and the Eastern Market branch of the National Bank of Detroit.

A part of the Wholesale Distribution Center No. 1, the site utilizes urban renewal land in the first phase of a long range plan to improve the Market area.

"Planning for our part in this expansion has been in the works since 1968," said Vitale. "We have

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faith in this city and its future. Eastern Market is already one of the biggest and most unique in the country; we want to see it become one of the most modern, also."

Vitale stated that unlike Toronto's market area which is solely wholesale, Eastern Market along Russell Avenue has retail facilities for the general public.

"You can buy freshly caught seafood and unusual cheeses here that you can't find anywhere else in the metropolitan area," he added.

Vitale said that the complex is only the beginning of his group's plans in Eastern Market. Wholesale warehouses have been going up on Rivard Street at Wilkins and a large import mall is planned near the new \$100,000 landscaped and paved walkway covering old Alfred Street at Russell.

"We do a fantastic business with week-end shoppers," said Vitale, "and we expect a fast service, good food cafeteria as well as the new deli and wine shop will bring more people into the market on week-days, also."



THREE of the motivators behind the Eastern Market complex shown above at the grand opening, are from left, Ralph Brumer, Jim Vitale and Al Chirco. The trio have a lot of faith in rebuilding Detroit, and are optimistic the market area will be one of the finest in the nation.

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

FROM AMERICAN FOOD ASSOCIATES AND THEIR FINE PRINCIPALS

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S & G Grocer Company — 55 Years of Success

In 1924, Philip N. Shammass and two partners founded S & G Grocer. Their first location in downtown Detroit was ideal because they were near a great number of restaurants.

So they quickly expanded from a simple grocery store to a cash and-carry restaurant supply house.

But Shammass had greater visions of further promoting the business into the Foodservice area. Four years later he bought out his partners and concentrated solely on

distribution to the institutional trade.

After several major moves to more expanded facilities, Shammass finally purchased S & G's present building at 174 S. Clark Street; a move Shammass terms, "the greatest calculated gamble of my life." Here other family members joined him to develop and design the warehouse and office facilities. Six months later, the one-story building was completely renovated. Now the 140,000-square-foot complex sits

on a three-block-long site and is among the largest and most modern distribution centers in the Midwest.

Shammass' total food service concept was made complete with the addition of a frozen line in 1976. Along with three sons, George, Robert and Richard, Shammass has developed his corporation to produce an annual sales volume of \$18 million.

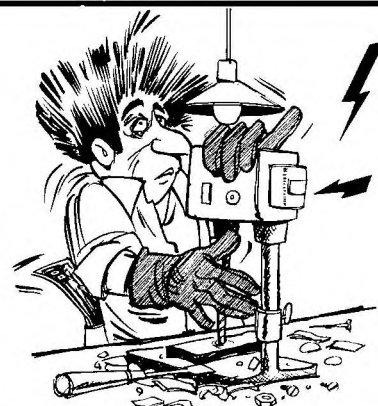
After 55 years of success, his greatest accomplishments are the friendship and respect he has gained in an industry he has helped to develop.

Peschke Packing Names Koszewski

Aloysius (Al) Koszewski has been promoted to director of purchasing for Peschke Packing Company, according to a recent announcement made by Neil Georgi, president of the Detroit-based meat packing firm. With this promotion, Koszewski will become a member of the general management group for Peschke, as well as being responsible for purchasing for the entire company.

Koszewski joined the firm's accounting department in 1964 while attending the University of Detroit. Upon his graduation in 1968, he was promoted to purchasing agent, a post he held until recently.

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Saving Energy In Food Stores

The Federal Energy Administration has developed a set of 50 suggestions for saving energy in the operation of food stores. They are listed below — post this page of the "Food Dealer" on your store bulletin board as a reminder to all of your employees.

1. Seal windows with caulking.
2. Weatherstrip doors.
3. Use lower wattage or fewer bulbs.
4. Turn off lights when area is not in use.
5. Use window lights sparingly.
6. Turn off or dim lights in store parking lot.
7. During day, open curtains or shades.
8. At night, close curtains.
9. Keep windows clear of obstruction for maximum sunlight.
10. Restock during the day, since night hours require more heat and light.
11. Have store delivery of pick-up trucks observe 50 mph rules.
12. Keep delivery doors closed when not in use.
13. Turn off heat in storerooms and areas when not occupied.
14. Clean refrigeration coils to boost efficiency.
15. Maintain equipment in peak running order.
16. Provide regular maintenance for heating system and keep filters and heat transfer surfaces clean.
17. Add insulation on heating pipes passing through unused areas.
18. Keep wiring in good condition to minimize loss of power.
19. Consider not venting heat and moisture away for food service station or kitchen if feasible.
20. Apply light-colored finished to walls, ceilings and floors, dark surfaces absorb light and may require as much as 15 percent more wattage.
21. Clean lamps and lighting fixtures to increase efficiency by as much as 40 percent.
22. Insulate ceilings and floors.
23. Use more efficient fluorescent, mercury or sodium lights, rather than incandescent where possible.
24. Fix leaking faucets.
25. Use paper plated in food service to reduce hot water consumption for dishwashing.
26. Fully stock frozen food cabinets to load line limits in order to maintain lowest temperature possible.
27. Use heat reclamation systems to heat the store environment.
28. Install demand load controls.
29. Install demand defrost controls.
30. If demand defrost controls are not used, have set defrost time staggered.

(Continued on Page 48)



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ENERGY SAVING

(Continued from Page 46)

31. Turn off one or two exterior lights if possible.

32. Change filters regularly on furnace, air conditioning and meat preparation coils.

33. Set heating thermostat at 68°F.

34. Set cooling thermostat at 78°F.

35. Make sure air conditioning and heating are not on at the same time.

36. Vacuum all cooling coils and keep them clean.

37. Be certain that personnel reduce all water use to a minimum.

38. Keep reach-in case doors and walk-in cooler doors closed as much as possible. Use reminder signs.

39. Keep supply diffusers and re-

turn air grilles free of stock, trash and dirt. Restricted air flow causes equipment to work harder.

40. Train all personnel in energy efficient operation of the store.

41. Institute a group relamping program.

42. Replace lamps with new ones designed for energy efficiency.

43. When removing fluorescent lamps, have an electrician disconnect primary side of the ballast.

44. For doors with air curtains, adjust the velocity and direction of air flow to prevent outside air from entering the store.

45. Adjust the timing of automatic doors so that they remain open only the necessary amount of time.

46. Use night covers on cases if recommended by the manufacturer strictly according to directions.

47. Position advertising or display cards where they will not interfere with air flow.

48. Preheat ovens in bakeries minimum amount of time.

49. Turn off ovens when not in use.

50. Do not load fryer beyond recommended capacity.

Don't be a heart breaker

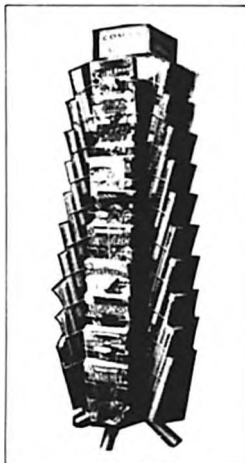


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CALL (313) 964-4600 - COMPUTERIZED MAILING

SHOPLIFTING LOSSES

(Continued from Page 16)

sewn all the way around the inside of their coats. These people usually work together.

17 — Watch for newspapers and magazines folded to conceal flat articles.

18 — Watch for merchandise being stuffed into sleeves of coats. Anyone may steal.

19 — Finally, keep a constant watch down your aisles.

Crime related costs absorbed by food retailers were recently detailed in a survey conducted by the U.S. Department of Commerce (DOC). The survey showed that food retailers around the nation lose about 90 cents of every \$100 net sales to crime-related costs.

Based on this industry average, a company with \$50 million annual sales could expect costs of crime and security to be \$450,000 a year.

The survey, designed to measure the magnitude and types of crime losses suffered by food retailers (excluding convenience stores), was conducted by

DOC's Bureau of Domestic Commerce, after earlier studies showed that the cost of crime in food retailing was largely unknown and perhaps underestimated even by retailers themselves.

The survey found that medium-size companies — with annual sales of \$25 to \$100 million — are hit hardest by crime-related losses, losing almost one percent of sales to inventory shrinkage alone.

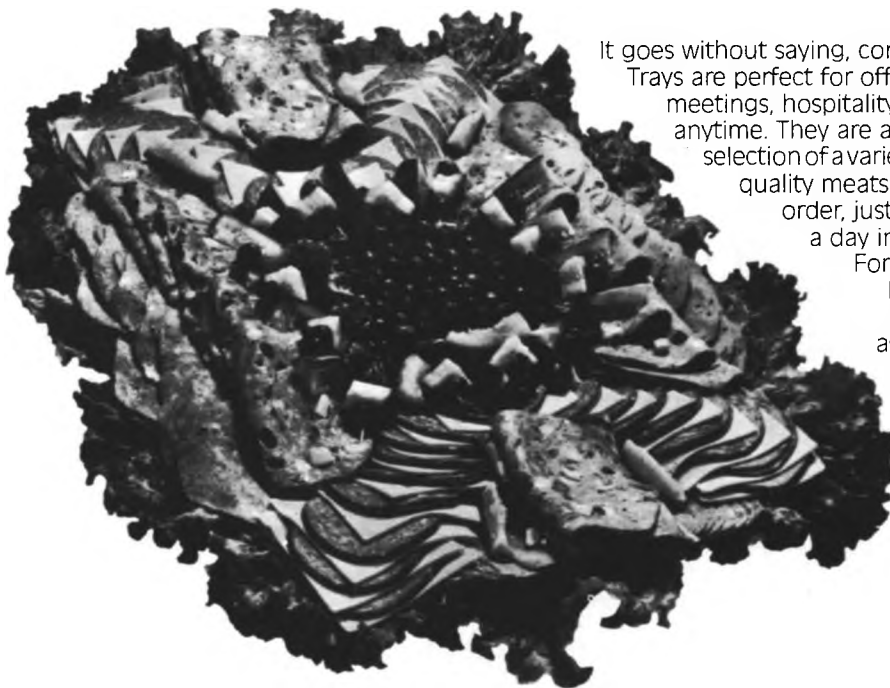
Contrary to expectations, the survey also found that retailers suffering the greatest losses also reported the largest security expenditures.

CUTTING SHRINK LOSSES DIFFICULT

Supermarket security specialists contacted by Food Marketing Institute identified shoplifting and employee theft as major sources of crime costs, but added that these are difficult matters to deal with effectively. "Employee awareness and cooperation pose complex problems," one market security director said. "But we must work for better employee reporting because it's really the only way to significantly reduce inventory shrink."

Charles Miller, president of the consulting firm Loss Prevention Systems, Inc., said that reducing shrink is difficult, but added that there are methods

CONVERSATION STOPPER.



It goes without saying, convenient Kowalski Party Trays are perfect for office get-togethers, sales meetings, hospitality suites, or entertaining anytime. They are a meticulously prepared selection of a variety of delicious Kowalski quality meats with relishes added. To order, just call any Kowalski store a day in advance of your party. For extra-special occasions, Kowalski also offers gift packages of hams and assorted meats. Pass the good word, "Smaczne."



for doing so. "Aggressive prosecution of shoplifters does pay off in the long run," he said. "A company will eventually gain a reputation as being tough on lawbreakers."

Miller said that employees must also be instructed on how to respond to shoplifters, and on how to appear "highly visible" to customers. "Shoplifters must feel they're alone," Miller said. "If employees greet customers or offer assistance, a potential shoplifter may be discouraged."

Another supermarket security director said: "I'm sure that customers don't realize they pay a high price for crime in their food prices. In fact, we know that many store managers are unaware of the impact of crime. Education and improved communication with employees and with consumers is ultimately the best defense against crime."

SECURITY VS. CUSTOMER SERVICE

A DOC spokesman said that a possible roadblock to instituting rough security measure may be "the unavoidable conflict between security and customer service."

"We know from past studies that customers do sometimes view stringent security as a harassment," he said, "Instituting tough procedures may be seen by management as a competitive disadvantage. But customer displeasure might be largely eliminated through education on who security precautions are introduced."

The Commerce Department survey explained the larger security expenditures by those retailers also reporting the greatest crime-related losses by saying that security in these companies is perhaps "not sufficiently directed to vulnerable areas such as inventory shrinkage or bad checks."

Survey figures show over 75% of all crime related costs are lost to inventory shrinkage, with about six percent lost to bad checks. However, losses to robbery and burglary make up only 2.1 percent of total crime costs.

The industry appears to be putting security expenditures into more traditional preventive methods such as mechanical devices to reduce robbery and burglary, the DOC spokesman said. "It appears that companies might do well to emphasize effective management policies that could cut shoplifting, bad checks and employee theft." He said management efforts might include pre-employment screening, improved management-employee communications, and "fostering an atmosphere that encourages employees to report crime."

Mr. Miller took issue with the Commerce report's implication that food retailers are over-protecting

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The Associated Food
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THE LOOK OF DETROIT

(Continued on Page 52)

SHOPLIFTING LOSSES

(Continued from Page 51)

against robbery and burglary. "It's quite probable that losses in these area are relatively small for the very reason that protection is quite good," he said.

"We must keep in mind that there are benefits to robbery and burglary protection that do not show up as dollar savings. Robbery prevention also prevents employee injury or loss of life, and burglary protection can help prevent arson."

All retailers, wholesalers and manufacturers must regularly analyze whether or not their security system is doing the job of helping prevent various internal and external crime losses.

COMMERCE DEPARTMENT SURVEY:

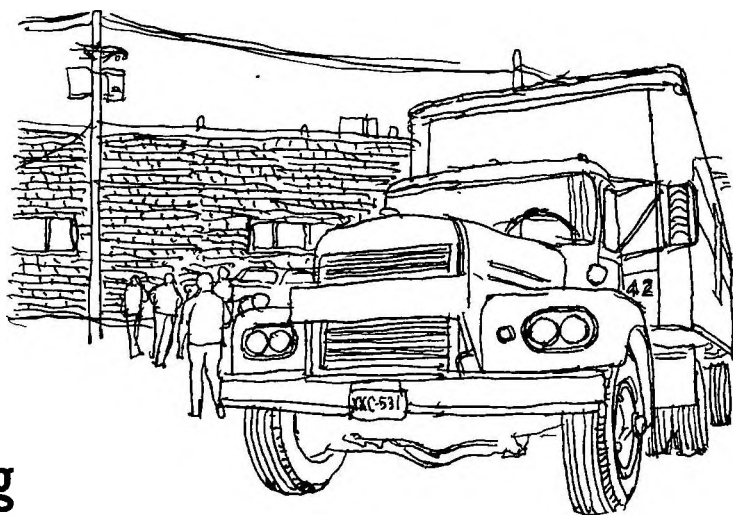
Crime-related costs — food retailers

	Losses/cost per \$100 net sales	Percent of total crime-related costs
Shrink	67.3cent	76%
Protective services & devices	10.3	12
Bad checks	5.4	6
Cash shortage	1.9	2
Crime insurance premiums	1.9	2
Robbery	1.0	1
Burglary	0.9	1

TOTAL 88.7 cents 100%

* — Does not include cost of collection

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'Allied Is Going to Make It' Its President, Jack Rixmann, Says

"This company is going to make it. If I weren't completely convinced of that, I wouldn't be sitting in this chair — I wouldn't even be with this company." The statement was made unequivocally by Jack Rixmann, Allied Supermarket's new president and chairman, less than a month after assuming the mantle given to him by Earl Smith who took early retirement. "Don't just take my word for it. Go into the stores. Go into the warehouses or wander through the offices. The spirit of the people is amazing," he said in an article which appeared in Supermarket News. "Those are the people who brought this company back. A year ago when you walked through one of our stores, you felt the gloom and doom in the air. Today it's gone."

If Rixmann puts the people of the organization first, he rates the suppliers and creditors just as high. "They've gone way beyond anything they had to do in an effort to save this company." But all of that is the doing of Earl Smith, he said. "Without the confidence he inspired in the employees and suppliers, we'd be defunct now, instead of on the way back to becoming a strong, viable company."

MICHIGAN WEEK SET FOR MAY 17 — 24

"Vacation in Michigan" is the energy-conscious theme for Michigan Week 1980, being celebrated May 17 — 24. Since the Great Lake State itself boasts the best of

all possible travel destinations, Michigan Week suggests that combining vacation and conservation is the smart way to go. Food retailers, wholesalers and manufacturers should try to tie-in with the special week with special promotions.

GPQF MOVES INTO NEW WAREHOUSE

Grosse Pointe Quality Food Company, a division of Farm House Foods Corporation has moved into its new food distribution center in Canton Twp., located at 41600 Van Born Road. The new warehouse is over 250,000 square feet in size and sets on a 26-acre tract of land, according to an announcement by Monty Singleton. He also announced that the new president of GPQF is Keith Corbin.

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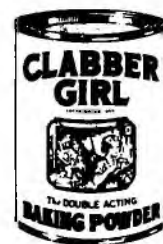
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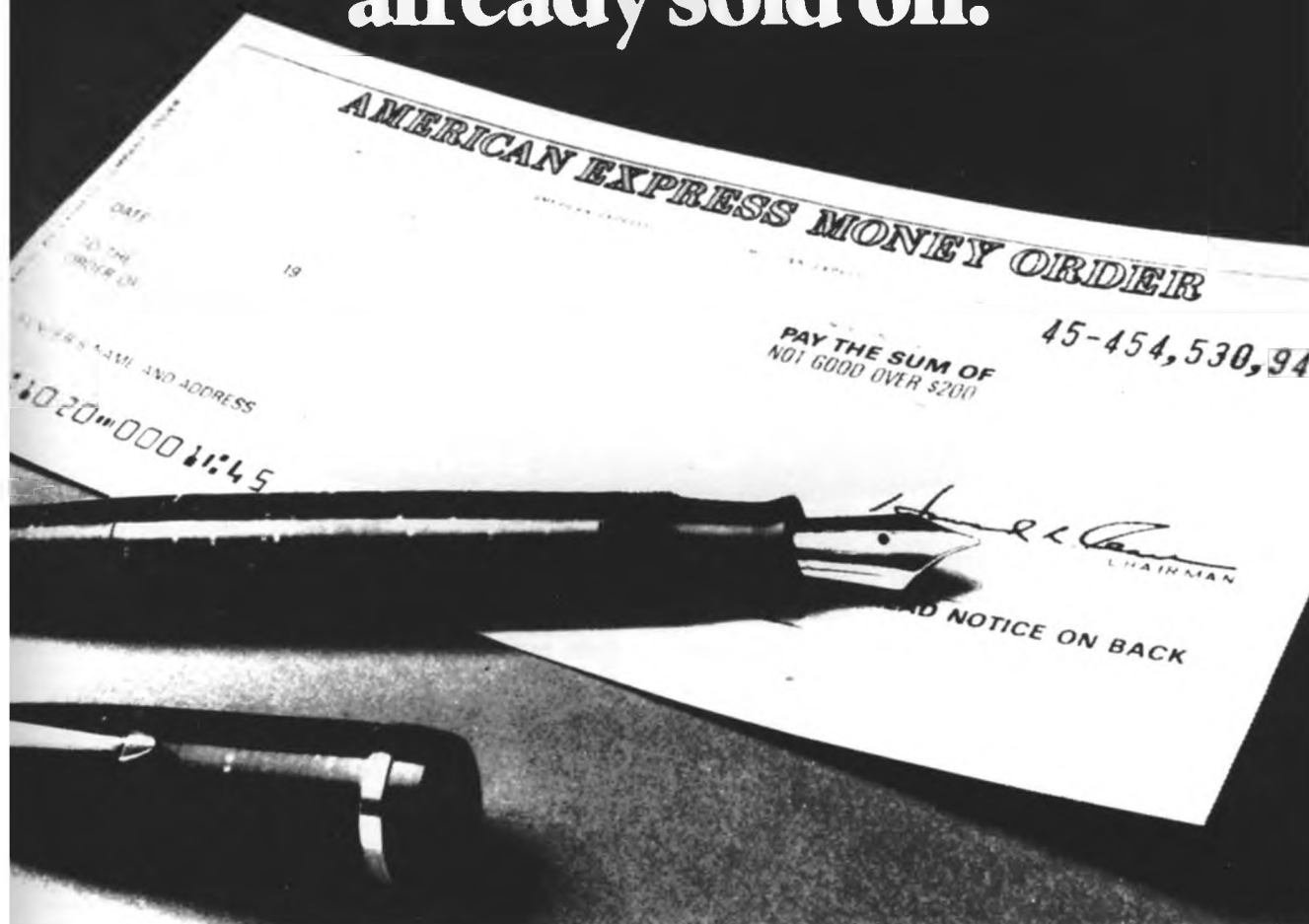
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American Express Money Orders take

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.

Detroit City Dairy, Inc.

*DISTRIBUTORS OF THE WIDEST VARIETY OF
DAIRY AND DELI ITEMS IN MICHIGAN*



*WE WANT YOUR BUSINESS. DO NOT HESITATE
TO CALL US AT*

868-5511

*STOP BY AND VISIT OUR NEW 80,000 SQUARE-FOOT FACILITY,
FEATURING 34,000 SQUARE FEET OF REFRIGERATION.*

DISTRIBUTORS OF SANDERS CANDIES AND TOPPINGS

BEST WISHES TO AFD ON YOUR 64th BIRTHDAY!

Detroit City Dairy, Inc.

15004 Third Avenue
Highland Park, Michigan 48203

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
G. Heileman Brewing Co.	941-0810
Home Juice Company	925-9070
Hubert Distributors, Inc.	858-2340
International Wine & Liquor Company	843-3700
Kozak Distributors, Inc.	925-3220
Don Lee Distributors, Inc.	584-7100
L & L Wine Company	491-2828
Metes & Powers, Inc.	682-2010
Metroplex Beverage Corp.	897-5000
Miller Brewing Company	465-2866
Mohawk Liqueur Corp.	962-4545
Monsieur Henri Wines	(216) 228-9770
Needham & Nielsen Sales	476-8735
O'Donnell Importing Company	386-7600
Pabst Brewing Company	525-7752
Pepsi-Cola Bottling Company	362-9110
Jos. Schlitz Brewing Co.	522-1568
Seagram Distillers Co.	345-5330
Seven-Up Bottling Company	937-3500
Spirits Marketing, Inc.	393-2220
SquirtPak Sun-Glo Pop	(616) 396-2371
Stroh Brewery Company	259-4800
H. J. Van Hollenbeck Distributors	469-0441
Vernor's RC Cola	833-8500
Viviano Wine Importers	883-1600
Hiram Walkers, Inc.	851-4800
Warner Vineyards	(616) 895-4400
Wayne Distributing Co.	427-4400
Vic Wertz Distributing Company	293-8282

CATERING HALLS

Royalty House of Warren	264-8400
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BROKERS, REPRESENTATIVES

Acme Food Brokerage	968-0300
Allstate Sales-Marketing, Inc.	535-2070
American Food Associates	478-8910
Bob Arnold & Associates	646-0578
B-W Sales	546-4200
Continental Food Brokerage	255-5880
Embassy Distributing	352-4243
Mid-America Food Brokers	964-0008
Halling Keil Company	357-2200
Key Sales & Marketing	885-4900
Harold M. Lincoln Co.	477-0900
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corporation	341-5905
Paul Kaye Associates	553-2230
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	354-1600
Nationwide Food Brokers	569-7030
Northland Marketing	353-0222
Peterson & Vaughan, Inc.	478-6800
The Pfeister Company	591-1900
Sahakian & Salm	962-3533
Sosin Sales Company	557-7220
Stark & Company	358-3800
Stiles-DeCrick Company	885-4900
Sullivan Sales, Inc.	531-4484
James K. Tamakian Company	352-3500
United Brokerage Co.	(616) 247-8334
Mort Weisman Associates	557-1350

DAIRY PRODUCTS

The Borden Company	583-9191
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Tom Davis & Sons Dairy	894-0022
Detroit City Dairy, Inc.	868-5511
Detroit Pure Milk (Farm Maid)	837-6000
Grocer's Dairy Company	(616) 243-0173
Land O'Lakes Creameries	(1) 483-2141
McDonald Dairy Company	(313) 232-9193
Melody Farms Dairy	525-4000
Najor's Dairy Company	861-7050
Ny-Best Distributors	(616) 694-6354
Stroh's Ice Cream	961-5840
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Sons Dairy	895-6000

COUPON REDEMPTION CENTER

Associated Food Dealers	(313) 366-2400
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DELICATESSEN

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

EGGS & POULTRY

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

FISH & SEAFOOD

United Fish Distributors	962-6355
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FRESH PRODUCE

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

ICE PRODUCTS

Midwest Ice Corp.	868-8800
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INSECT CONTROL

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

INVENTORY, TAXES, BOOKKEEPING

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

INSURANCE, PENSION PLANS

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

MANUFACTURERS

Carnation Company	851-8480
Del Monte Foods	968-1111
General Foods Corporation	427-5500
General Mills, Inc.	354-6140
Green Giant Company	(313) 879-0931
Kraft Foods	964-5300
Mario's Food Products	868-1841
Morton Salt Company	843-6173
Prince Macaroni of Michigan	372-9100
Procter & Gamble Company	336-2800
Ralston Purina Company	477-5805
Red Pelican Food Products, Inc.	921-2500
Shedd-Bartush Foods, Inc.	868-5810
Velvet Food Products	937-0600

MEAT PRODUCERS, PACKERS

Ed Barnes Provisions	963-7337
Bogie Farm Products	571-6331
Dart Meats	831-7575
Detroit Veal & Lamb, Inc.	962-8444
Flint Sausage Works (Salays)	(1) 239-3179
Frederick Packing Company	832-6080
Glendale Foods	962-5973
Grill Meat Products	963-2710
Guzzardo Wholesale Meats, Inc.	833-3555
Hartig Meats	832-2080
Herrud & Company	(616) 456-7235
Hygrade Food Products	464-2400
Kowalski Sausage Company, Inc.	873-8200
L-K-L Packing Company	833-1590
Midwest Sausage & Corned Beef	875-8183
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 Area Newspaper Network	356-3480
Detroit Free Press	222-6400

The Detroit News	222-2000
Food Dealer Magazine	366-2400
Landon Associates	356-3480
The Macomb Daily	296-0810
The Oakland Press	332-8181
Observer & Eccentric Newspapers	591-2300
Port Huron Times Herald	(1) 985-7171
WDIV-TV	222-0444
WJBK-TV	557-9000
WWJ-AM-FM	222-2636

NON-FOOD DISTRIBUTORS

Amoco Oil Company (Standard)	275-5500
A. W. Curtis Laboratories	833-6979
B & B Beauty Products	863-6150
Big Rapids Distributing Co.	259-1888
Cleanway Products	834-8400
Environmental Chemicals	774-6540
Household Products, Inc.	682-1400
Ludington News Company	925-7600
Nationwide Food Brokers	569-7030
Society Pet Products	791-8844

OFFICE SUPPLIES EQUIPMENT

City Office Supplies, Inc.	885-5402
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POTATO CHIPS AND NUTS

Bachman Foods	774-8880
Better Made Potato Chips	925-4774
Duchene (New Era Chips)	921-0800
Frito-Lay, Inc.	271-3000
Kar-Nut Products Company	541-7870
Superior Potato Chips	834-0800
Variety Nut & Date	268-4900

PROMOTION

Action Adv. Dist. & Mailing Company	964-4600
Bowlus Display Company (signs)	278-6288
Stephen's Nu-Ad Advertising & Prom.	521-3792
S & H Promotional Services	(312) 449-4758
Stanley's Adv. & Distributing Company	961-7177

REAL ESTATE

Grosse Pointe Real Estate	882-0087
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RENDERERS

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

SERVICES

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

SPICES AND EXTRACTS

Rafal Spice Company	962-6473
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STORE SUPPLIES AND EQUIPMENT

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

TOBACCO DISTRIBUTORS

Fontana Brothers, Inc.	897-4000
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WAREHOUSES

Detroit Warehouse Company	491-1500
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WHOLESALE, FOOD DISTRIBUTORS

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

For Many Happy Returns



The *Can Handler* may well be the answer to your unhappy returns. Successfully tested last year in four Detroit food chains, the *Can Handler* is coming back to the Detroit area for a full-scale test. And it's one market test you won't want to miss.

The Happy Returns

The *Can Handler* holds empty cans upright so they don't spill. The flat top makes them perfect for stacking. Cans come back in units of six, making them easier to count and sort. Brands are instantly identified. Deposit markings are visible with a simple bend of the cardboard. Cans are stripped from the *Can Handler* quickly and effortlessly, and the cardboard cover keeps bugs out. It's the cleanest, simplest, easiest and cheapest package for returnable cans yet developed. And that means you'll get your share of the many happy returns.

The Test in Detroit

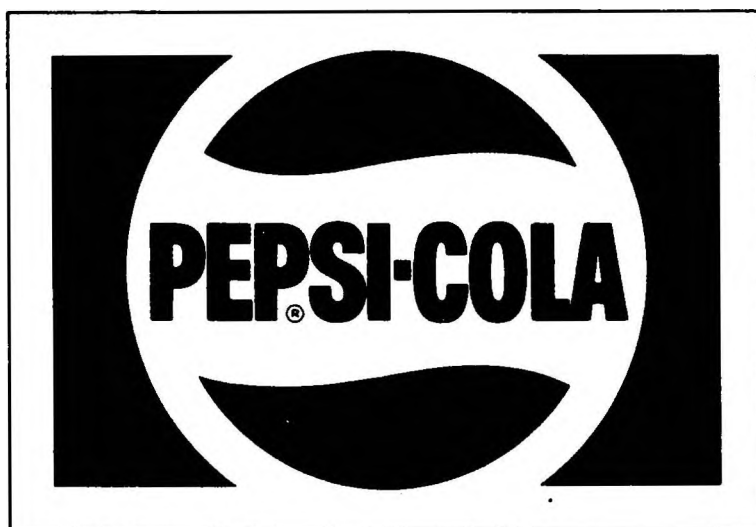
The *Can Handler* will be available in mid-April. *Can Handlers* will be *already attached* on selected six-packs of beer. Over 4 million will be distributed in the tri-county Detroit area. Merchandising posters and point-of-sale materials will be available.

In the coming weeks, you'll be hearing a lot more about the *Can Handler*. Every Detroit area retailer will have the chance to be a part of this *Can Handler* test.



**Can
Manufacturers
Institute**

Cans . . . The Lighter Side of the Deposit Law



***Pepsi-Cola salutes the
Associated Food Dealers
During Your 64th Anniversary Year in 1980.
It is a pleasure doing business
with you and your members.
—The Pepsi-Cola Bottling Group***