AFD'S 1980 IN REVIEW
Catch that Pepsi Spirit.
Drink it in!

"PEPSI", "PEPSI COLA" AND "CATCH THAT PEPSI SPIRIT" ARE REGISTERED TRADEMARKS OF PEPSICO, INC. PURCHASE.
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With the exception of Ed Deeb's commentary on the AFD's pending 65th Anniversary Banquet on March 24th, this issue of The Food Dealer is devoted entirely to a highlighted review of the AFD's activities during 1980.

The Food Dealer (USPS 082-970) is published quarterly by the Associated Food Dealers, at 125 West Eight Mile Road, Detroit, Michigan 48203. Subscription price for one year: $3 for members, $5 for non-members. Second Class postage paid at Detroit, Michigan. Send Form 3579 to 125 West Eight Mile Road Detroit, Michigan 48203.

Anniversary Banquet Reminder:

A SPECIAL INVITATION

The Associated Food Dealers request the pleasure of your company at our 65th Annual Trade Dinner, to attend the installation of our new Officers and Directors, and to honor the Food and Beverage Industry's importance to our community . . .

TUESDAY, MARCH 24TH 1981; AT COBO HALL, DETROIT

Ladies invited. Cocktail party, courtesy of Pepsi-Cola Company, begins at 5:30 PM. Dinner will be served at 7:00 PM - entertainment and dancing follows. Informal dress. $35 per person. Please respond.
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.

For the real beer lover.

THE STROH BREWERY COMPANY, DETROIT, MICHIGAN
YOUR ASSOCIATION AT WORK

A REVIEW OF 1980 AFD INVOLVEMENT, ACTION PROGRAMS

JANUARY

The year began with representatives of our industry reviewing the results of a survey on Michigan's bottle bill conducted by AFD and several other organizations by Marketing Opinion Research. An analysis showed Michigan voters liked the bottle bill, but also indicated it would support some amendments and/or alternatives. The White House Conference on Small Business was held Jan. 13-17 in Washington. AFD executive director Ed Deeb, David Raben of Esquire Restaurant and Jeff Stone of Stone Soap Company were three of 25 Michigan delegates who attended, made recommendations, met with President Carter and attended a White House reception hosted by President and Mrs. Carter.

Detroit Association of Grocery Manufacturers' Representatives (DAGMR) held its Annual Installation Dinner at the Fairlane Manor in Dearborn. John Luvera of Seagram's was elected president of the Michigan Liquor Vendors Association, succeeding Rowland Harris. As part of 1980 economic projection, AFD's Ed Deeb appeared on WJBK-TV2 Jan. 10 to review the food industry portion.

AFD successfully led a movement of industry organizations to oppose de-regulation of beer advertising rules, which was supported by Gov. Milliken and his Cabinet. The Joint/Senate Administrative Rules Committee did not feel the deregulation would help the state's beverage industry, and voted to oppose the proposal.

The State Legislature passed a measure increasing the mark-ups for SDD's from 15% to 17%, which was strongly supported by AFD. AFD then met privately with Gov. Milliken to learn why he would not sign this measure. Following the meeting, he assured AFD he would take another look; then eventually signed the measure. Attending the meeting from AFD were Jerry Yono, Mike George, Ed Deeb, Larry Joseph, Armand DiCapita and Rocky Farhat.

FEBRUARY

AFD met with officials of New Detroit, Inc. to begin formalizing a Task Force or coalition originally discussed late in 1979. AFD met with Sen. Doug Ross to review needed relief for small businesses in Michigan generally, and from the state's Single Business Tax in particular.

AFD participated in a Testimonial Dinner held in honor of Liquor Control Commissioner Maxine Perry at Detroit's Plaza Hotel. AFD president Jerry Yono and Ed Deeb presented Mrs. Perry with an appropriate citation. AFD officers met with Sen. Kerry Kammer to review various concerns of the AFD membership and our industry for 1980. Attending the meeting were Tony Munaco, Larry Joseph, Jerry Yono and Ed Deeb.

MARCH

On Mar. 4, AFD met with Robert Little, chief of the Wayne County division of the Michigan Dept. of Social Services in the first of several meetings to re-establish the Missing Warrant Unit, to help coordinate an attempt to curb fraudulent government checks being passed by welfare fraudsters.

SHOWN IN AN INFORMAL BREAK at The White House Conference on Small Business, are, left to right: Richard Sanford, Kalamazoo, chairman for the Michigan delegation; A. Vernon Weaver, administrator of the Small Business Administration; Jeffrey Stone, delegate from Detroit; and AFD's Ed Deeb.
Mohawk Vodka sold over 4,800,000 bottles last year.

Mohawk Vodka 88-100 Proof
Made from 100% grain neutral spirits
MOHAWK LIQUEUR CORP., DETROIT, MICH.

MICHIGAN VODKA DRINKERS are really asking for it!

MOHAWK VODKA

recipients... Met with officials of Blue Cross and Blue Shield to review the full package of new coverages and rates put together for AFD members, after several months of negotiations.

Met with officials of the Can Manufacturers' Institute to review the devastating affect of Michigan's bottle bill on retailers and various beverage distributors...

A delegation of AFD representatives met with Dr. Claude Young, president of the Southern Christian Leadership Council, Detroit Chapter, to discuss mutual issues of concerns to grocers and the community at large. Those attending were Jerry Yono, Jamal Shallal, Ed Deeb and Mike George... AFD participated in a Business/Community Task Force meeting of the City of Detroit's Human Rights Commission.

Mar. 21, AFD met with reporters and community affairs people at WXYZ-TV7 to discuss business problems affecting grocers, supermarket operators and vendors... Grosse Pointe Quality Foods moved into its new headquarters and distribution center in Canton Twp... Allied Supermarkets' new president Jack Rixmann, in a public statement, announced "our company is going to make it," after it was operating under reorganizational rules of Chapter 11.

AFD's 64th Annual Trade Dinner was held Mar. 25 at Cobo Hall, Detroit. Featured guests of honor included Detroit Mayor Coleman Young, Michigan Appeals Court Judge Michael Cavanagh, Walter Douglas of New Detroit, Sens. Gil D'Inello and Kerry Kammer, Reps. Frank Wierzbicki, Ted and Stan Stopczynski and a host of other government officials and dignitaries on hand to greet the 1,200 who attended the big event... Met with members of the Liquor Control Com-

(continued on page 10)
GRAB A KEG OF DYNAMITE TASTE.

The crystal clear Keg of Colt
Twelve ounces of dynamite taste.
Grab a Keg or a six pack tonight,
and keep your good time going strong
DON'T MISS OUR
65th ANNIVERSARY BANQUET
MARCH 24th!

The date has been set for the Associated Food Dealers’ 65th Annual Trade Dinner. It will be held on Tuesday, March 24, at Cobo Hall in Detroit’s exciting Renaissance Center.

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

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

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

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

The retailers who make it a point to attend are never disappointed. Those who have never joined us, don’t know what they’re missing!

This banquet will, as always before, feature elegant, top-flight entertainment, strolling musicians, and a fine orchestra for your dancing pleasure.

So, mark your calendars now, and plan to be a part of our 65th anniversary celebration at Cobo Hall.

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

I personally look forward to seeing you at our party.
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.

For more information, simply call Jim Foster, at 1-800-525-7629, or AFD, at (313) 366-2400.

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

American Express. The money-making money order.

Members of the Associated Food Dealers are exclusive agents for our group money order program.
(continued from page 6)

mission to review various items of concern to AFD members.

APRIL

April 8th was the first telecast of a weekly food information series on WDIV-TV4 with reporter Carmen Harlan and AFD’s Ed Deeb. The series lasted through mid-July. AFD met with the Michigan Department of Agriculture’s Director Dean Prideon and Ed Heffron to review the new Michigan food distribution industry. Representing AFD were Don Harrington, Don Rishoi and Ed Deeb.

Met with Oakland Press reporters to provide background on a feature story they were planning to publish on the competiveness of Michigan’s food distribution industry. The first formal meeting of the newly formed New Detroit, Inc./Associated Food Dealers Community Relations Task Force was held April 23 at Jimmy D’s Restaurant, Detroit.

MAY

The U.S. Senate moved to avert a cut-off of the food stamp program by approving temporary funding which prevented the action. AFD’s Ed Deeb attended a White House briefing on small business follow-up action called by President Carter.

The New Detroit/AFD Task Force Subcommittee on Employment and Training held its first meeting to draft plans for establishing a retail food industry training center.

DAGMR hosted the officers and directors of AFD at its monthly mid-May luncheon. AFD president Jerry Yono and Ed Deeb addressed the organization and helped answer questions with the help of AFD’s Phil Lauri, Stan Albus, Sid Brent, Maury Young and Don Rishoi. AFD met with Rep. George Montgomery and his staff about a forthcoming forum titled “Operation Breadbasket,” which was later held May 31 and created a stir in the community.

AFD met with Rep. Cass Ogonowski to review problems and issues coming before his House Liquor Committee. AFD met with representatives of the Michigan Lottery Bureau to review various suggestions and problems on behalf of AFD member retailers with daily terminals. Michigan Association of Weights and Measures Officials held its 66th annual conference at Shanty Creek, Bellaire. Food Marketing Institute (FMI) held its annual convention in Dallas. One of the themes: “How to assure survival of the family business.”

JUNE

Stroh Brewery hosted the NFL Lions Golf Outing June 2 at Detroit Golf Club. DAGMR held its Annual Spring Golf Outing. Michigan Dairy Association held its Annual Gold Outing at Plum Hollow. Associated Grocers of Michigan (AG Stores) held its annual meeting in Lansing.

President Carter sent to Congress a standby gasoline rationing plan based on the distribution of coupons to vehicle owners. Citizens For A Fair Drinking Age said it had enough signatures to put the question of reducing the legal drinking age from 21 to 19 on November’s ballot. (The issue was later defeated by the state’s voters.) New Detroit/AFD Task Force Subcommittee on Merchants Complaints met to identify and pinpoint complaints merchants were having in the community.

Four Detroit area food chains sign new 3-year labor pacts (A&P, Chatham, Farmer Jack and Kroger) with Retail Clerks Local 876 and Meat Cutters Local 539. Wages were upped from $8.17 per hour ($11.33 with fringes) to $11.77 per hour ($16.65 with fringes). Rep. George Cushingberry, Walter Douglas and Ed Deeb appeared on a half-hour special showing of “Focus Detroit,” hosted by Tom Fox on WJBK-TV. Congress passed the Motor Carrier Bill with the food backhaul provision, which would result in fuel savings from fewer empty truck backhauls and cut the cost of food. AFD supported this measure.

JULY

Hamady Super Markets purchased 21 Kroger stores in western Michigan, bringing to 46 the number of stores now operated by the Flint-based food chain. Members of AFD assisted the Civic Host Committee to treat the national news media and delegates to the Republican Convention in Detroit to a “Taste of Detroit” party. Grosse Pointe Quality Foods filed suit against Allied Supermarkets claiming Allied used the protection of the federal bankruptcy laws to gain unfair advantage over its competitors.

Enrollment got underway this month for AFD’s new Blue Cross-Blue Shield and Delta Dental programs; when the enrollment period ended over 800 stores and companies signed up. Spartan Stores, Inc., Grand Rapids-based wholesale company, announced that its sales for its recent fiscal year reached $786 million, according to president Gene Morrison.

Stroh Brewery Company purchased controlling interest of the F. & M.
WHEN WE ALL PULL TOGETHER

EVERYBODY BENEFITS

JOIN THE

Associated Food Dealers

125 W. Eight Mile Road, Detroit, Michigan 48203 • (313) 366-2400
Schaefer Brewing Company, based in Allentown, Pa. AFD's Ed Deeb addressed the luncheon meeting of the East Detroit Kiwanis Club; his topic: "The Food Industry Today and Tomorrow."

AUGUST

A boycott and march on inner-city food stores along Livernois in Detroit was announced, following the killing of a youth in a robbery attempt. AFD advised members to "keep their cool and remain calm." As it turned out 50 persons participated in the march with no problems reported. AFD's Jerry Yono, Ed Deeb, Mike George and Louis Stephen patrolled the street in advance of the march and met with merchants asking them not to provoke any incidents. In cooperation with the Teamsters Union, Local 1038, AFD drafted, printed and distributed driver-retailer guidelines for working together in harmony.

Michigan Dept. of Agriculture officials met with retailers in Detroit to learn of various problems affecting them. AFD asked Attorney General Frank Kelley to rule on the legality of the new food license law, since many counties were still inspecting stores independently of the state, thus avoiding the uniform inspection intent of the law. AFD began interviewing various public relations companies to outline and eventually implement a community relations campaign. New Detroit's Walt Douglas and AFD's Ed Deeb appeared on WXYZ-TV7's "Haney's People" to discuss how merchants and the community were working toward harmony and understanding.

SEPTEMBER

AFD again met with officials of Michigan's Dept. of Social Services to stress the need to reinstitute the missing warrants unit, which eventually was instituted on Jan. 12, 1981. U.S. House Bill 6734, the Small Business Development Act of 1980, offered hope to small businesses for relief from high taxes and excessive governmental interference. AFD participated in the State House Ad Hoc Liquor Committee to review various proposals which would affect beverage retailers, producers and distributors.

AFD met with officials of various community groups and retailers in Pontiac to help establish better community relations programs in that city. AFD's Ed Deeb and Jerry Yono met with Detroit Councilman Clyde Cleveland to review progress made with the New Detroit Coalition. AFD's 5th Annual Golf Outing was held at Hillcrest Country Club Sept. 29th, with dignitaries Sheriff William Lucas, Walter Douglas and Judge Pat Boyle attending.

GOOD COOKS BEAT INFLATION
THEY BUY CLABBER GIRL

...Exclusively known as the baking powder with the Balanced Double Action!

EARLY STARTERS at AFD's golf outing. Left to right: Howard Phillips, Kar-Nut Products; Don Duchene, New Era Potato Chips; Don Dorst, Independent Biscuit Company; and Carl Leonhard, Detroit News.
Food For Thought —
This Year Americans Will Miss Over 300 Million Days Of Work Because Of Serious Disability.*

That is one important reason why the Associated Food Dealers endorse a Disability Income Protection plan for its members and for the employees of its members. Members of the Associated Food Dealers realize the importance of Disability Income Protection. In the last 17 years, over one-half a million dollars have been paid to members in benefits for covered injuries and illnesses.

Disability Income Protection can help you — by providing benefits when you really need them. Disability Income Protection provides benefits to help you meet the day-to-day living expenses that continue even when you're disabled. More importantly, regular monthly benefits can help provide you and your family with peace of mind and financial security when you are unable to work because of a covered illness or injury.

For the past 17 years, Mutual of Omaha, underwriter of this plan, has offered personal service to members of the Associated Food Dealers and their employees.

Personal service means you can count on a trained insurance representative to design a program to meet your needs.

Now the Associated Food Dealers also endorse a Life Insurance Protection plan. This plan is underwritten by United of Omaha, the people you can count on to provide life insurance protection for the ones you love. Life insurance can provide an extra cushion between your family and financial worry.

For more information about Disability Income Protection and Life Insurance Protection, contact your nearest Mutual of Omaha office. Call today or complete the coupon and mail it to us. As a member of the Associated Food Dealers, you can count on Mutual of Omaha for financial protection.

*Statistics from the National Underwriter Company

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

YES! I am interested in more information about:
☐ Disability Income Protection for myself
☐ Disability Income Protection for my employees
☐ Life Insurance

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OCTOBER

AFD held its 15th Annual Awards Night at the Royalty House in Warren; Ivan Ludington, Sr. of Ludington News Company was named the Industry Man of the Year. Others honored for Distinguished Service were: Sam Cosma, Dave Burt, William Swanson, Robert Baker, Gerald Inman, Tyree Smith, Ray Jonas, Loyal Sundberg, Frank Angelo, Carmen Harlan, Robert Little and BUOY-10 . . . At an LCC hearing, AFD opposed revising the state liquor laws to permit gasoline dealers to sell beer, wine and liquor.

President Carter signed U.S. Senate Bill 265 that would provide for reimbursement of the costs for legal fees in successful defense by small business against federal agencies, including IRS. AFD strongly supported this measure . . . The move to deregulate liquor rules as proposed by the Governor and the Legislature was delayed for at least three months, due to strong opposition from AFD and other industry organizations . . . New Detroit and AFD sponsored a meeting with retailers Oct. 15 to help provide greater dialogue between merchants, their problems and the community at-large.

AWARD RECIPIENTS. Ivan Ludington, president of Ludington News; and Frank Angelo, right, Detroit Free Press.

DEPENDABLE

Accurate . . dependable . . efficient . . that’s Washington Inventory Service. Whether you’re an independent store owner or business manager of a large chain, WIS personnel are trained to handle your inventory needs . . . shelf by shelf totals, instant totals, category totals, comparisons to last year, quick turnaround.

Since 1953, we’ve grown to 60 offices nationwide. Each office is locally managed, so you get personalized service during your all-important inventory . . . backed by the expertise of our area and division managers. Give us a call and ask us about our record of service.

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“First We Render, Service”

AFD MEMBER
ANNOUNCING THE NEW ASSOCIATED FOOD DEALERS–SPONSORED FIRST-AID KIT PROGRAM FOR YOUR STORES OR COMPANIES

The 3W Kit

Price per unit $60 COMPLETE KIT

The 7W Kit

Price per unit $30 COMPLETE KIT

Both of these handsome units are updated to meet current requirements and recommendation of both O.S.H.A. and M.I.O.S.H.A. At this special price, they are a MUST for the safety of your business operation.

(NOTE: Complete refills of the contents are also available!)

SPECIAL ORDER FORM

| Number of the 7W First Aid Kit(s) @$30.00 a kit | $ |
| Number of the 3W First Aid Kit(s) @$60.00 a kit | $ |
| Number of Refills for the 7W Kit @$20.00 a refill | $ |
| Number of Refills for the 3W Kit @$35.00 a refill | $ |

NOTE: Prices are F.O.B. Associated Food Dealers Office — Detroit (Plus Michigan 4% Sales Tax)

STORE/COMPANY

ADDRESS

CITY ______________________________ STATE ____________ ZIP ____________

SIGNATURE: __________________________ PHONE ____________

CHECK ONE:  □ We will pick up the units when ready, please phone.
□ Please ship to us, C.O.D., at the above address, via U.P.S.

MAKE CHECK PAYABLE AND MAIL WITH FORM TO: ASSOCIATED FOOD DEALERS 125 W. 8 MILE ROAD DETROIT, MICHIGAN 48203
IT'S NOT EASY to gather our past presidents — who mix with the huge crowds that attend our functions — to stand still long enough to get them all in one picture, but our photographer managed it, for the first time, at our 64th anniversary banquet. They are, left to right: Harvey Weisberg, Lou Vescio, Phil Lauri, Ray Shoulders, Allen Verbrugge and Phil Saverino.

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

Mail your coupons or drop them off at:
Associated Food Dealers
125 W. Eight Mile Road
Detroit, Michigan 48203

AFD and the industry were saddened at the passing of attorney George N. Bashara, Sr., AFD legal counsel for 40 years; and Al Bonahoom, chairman and chief officer of Wolverine Packing Company, and George Diamond of Arrow Liquor Company... AFD's Ed Deeb addressed the advanced marketing class at Wayne County Community College... New Detroit and AFD's Community Relations Task Force issued a six-month progress report for the coalition... AFD met with U.S. Sen. Carl Levin regarding the lack of "due process" with USDA's food stamp program as it relates to merchants accepting them.

NOVEMBER

On Nov. 5th, AFD met with the Detroit Black Minister's Council as part of the New Detroit/AFD Community Relations program to explain the merchants' problems and seek the support of the clergymen in helping to resolve them... Met with the Manpower Division of the City of Detroit to begin formulating plans for an industry-wide training program... AFD met with Oakland County Health Department in an attempt to clarify confusion resulting from the new state food licensing law and duplicate inspections...

AFD assisted the Chaldean-American Youth Club in publicizing food donations it had gathered for
needy families over Thanksgiving . . .

AFD's Ed Deeb participated in a 2-part series on shoplifting in cooperation with WXYZ-TV7 over the Thanksgiving Day holiday . . . Chatham Super Markets opened a new warehouse store called Pak-N-Save in Waterford.

DECEMBER

AFD called a news conference following the murders of grocers Jallal Orow and Nabil Zoma to beef up AFD's Reward Program; ask for citizens to begin a Neighborhood Watch over stores and other businesses; and urged police to step up its patrols of supermarkets and vendors making deliveries . . . AFD and New Detroit hosted a special luncheon meeting with members of the Detroit Common Council to report progress in merchant-community relations.

At AFD's Annual Meeting and elections, Tony Munaco was elected president of AFD, succeeding Jerry Yono; Larry Joseph and Jamal Shallal were elected VP's and Don Harrington, treasurer. Elected as directors were: Phil Saverino, Harvey Weisberg, Louis Najor, Cal Abbo, Tom Simaan, Phil Mannone, Cleo Ashburn and Ray Shoulders . . . AFD met with officials of Detroit Manpower to review the first draft outline of a proposed training program.

U.S. Sen. Carl Levin, on behalf of AFD, introduced an amendment to the USDA food stamp program to require "due process" to retailers charged with selling ineligible items, and require USDA to promptly notify merchants of any problems . . . AFD was one of several groups which supported a Senate bill which was approved this month, eliminating the need for a security bond for retailers with SDD or SDM licenses . . . Entemann's, Inc., a large eastern bakery, began distributing its products in Detroit this month . . . Michigan's Worker Compensation Law Reform was finally approved after a year's debate. As a result, jobless benefits will rise, but the bill sharply restricts compensation to workers who voluntarily quit or retire.

END OF REPORT

THAT'S A FACT

DANDY TUNE!

AMERICA'S FIRST PATRIOTIC SONG, "YANKEE DOODLE" WAS ACTUALLY WRITTEN BY THE ENEMY! IT WAS COMPOSED BY RICHARD SHUCKBURGH WHO SERVED UNDER GEN. BRADDOCK OF THE BRITISH ARMY.

FAST FADE!

TODAY, MONEY SEEMS TO FADE FASTER THAN EVER, BUT THERE'S A WAY TO MAKE IT GROW. TOO! THAT WAY IS FOR YOU TO INVEST IN U.S. SAVERS BONDS OR JOIN THE PAYROLL SAVINGS PLAN WHERE YOU WORK. EITHER CHOICE WILL RESULT IN A METHOD OF SAVING PAINLESSLY, WHILE YOU WATCH YOUR MONEY ADD UP!

GET A HORSE!

WILLIAM JENNINGS BRYAN WAS THE FIRST PRESIDENTIAL CANDIDATE TO RIDE A "HORSELESS CARRIAGE". THE EVENT TOOK PLACE IN 1896. THERE WERE KNOWN TO BE ONLY 100 IN THE WHOLE COUNTRY.

The Test Of Time . . .

99 Years Of Successful Service

To Slaughter Houses, Wholesale & Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

 Darling & Company

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Melvindale, Michigan

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Dearborn, Michigan

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THE ABC'S OF FUEL ECONOMY

Here are some easy tips
to help you get more miles for your gasoline dollar.
Use them all and you can save as much as
10¢ on every gallon!

A
NTICIPATE . . .
stops, turns, lights, traffic, hills.

D
ECELERATE . . .
using the natural resistance of the engine, road, tires.

B
UFFER . . .
yourself from other traffic;
leave room to react.

E
CONOMIZE . . .
in motion; start smoothly and quickly; keep a steady pressure on the gas pedal.

C
ONSEERVE . . .
momentum by avoiding unnecessary braking, turning, accelerating.

F
IX UP . . .
your car; maintain correct tire pressure; keep your engine in tune.

Send me a free booklet with more easy tips on saving energy and money.

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ENERGY.
We can’t afford to waste it.

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