



THE FOOD DEALER

"The Magazine for the Michigan Grocery and Beverage Market"

FALL, 1981



Hall of Fame Honor For Lafayette Allen, Jr.

Lafayette Allen, Jr., left, was recently inducted into the Detroit Bowlers Hall of Fame. Allen, a long time member and director of Associated Food Dealers, is shown receiving his Hall of Fame plaque from John Gavie, president of the Detroit Bowlers Association. He was honored for his long-time dedication to bowling and his tireless efforts to bring deserved recognition to the high-caliber standard of bowling in the black community. The induction was made at Cobo Hall, in Detroit.

ALL IN THE FAMILY.



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THE FOOD DEALER

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He Fought Pickets — With "Pickets"

When business began dropping off at Jerry Preston's newly-opened super market in Burbank, California, because of union picketing — he instituted a daring counter-strategy. Preston hired his own sign carriers to join the parade. His "pickets" carried large, hot-price signs such as "bread 15¢", "melons 19¢" and "corn, six ears \$1".

At first, customers were a bit confused by the intermingled picket line, but apparently the unusual scene attracted a lot of people, since Preston reported his volume tripled.

The retail clerks union eventually withdrew its pickets.



Associated Food Dealers of Michigan and The Food Dealer magazine are affiliated with and have a good working relationship with the following professional organizations: Food Marketing Institute; U.S. Chamber of Commerce; Michigan State Chamber of Commerce; Greater Detroit Chamber of Commerce; American Society of Association Executives; Association of Executives of Michigan; Association Executives of Metro Detroit; The White House Conference On Small Business; The Michigan Conference On Small Business; New Detroit, Inc.; and The Detroit Press Club.



INDUSTRY RECIPIENTS of AFD Distinguished Service Awards. Left to right, top row: Ed Willenborg, Acme Food Brokerage; and Bill Viviano, Prince Macaroni. Middle row: Frank Harrison, Wonder Bread; Stuart Gottlieb, who represented his father, Simon Gottlieb, Monarch Packing Company; and William O'Connor, O'Donnell Importing Company. Front row: Jamal Shallal, Great American Foods, Michael George, Melody Dairy, who was named Man of the Year; and Stuart Franks, who represented John Irvine, Super Food Services.

Over 700 Attend AFD's 17th Annual Awards Night

In a colorful event that grows in numbers and prestige each year, Michael George, president of Melody Farms Dairy, was honored as the Michigan food distribution industry's 1981 Man of the Year by the Associated Food Dealers at their 17th Annual Awards Night which was held at The Royalty House in Warren. More than 700 persons attended the colorful event, which included distinguished guests: Secretary of State Richard Austin; Senators Dave Plawecki, Bill Huffman, Art Miller and Kerry Kammer; Representatives Cass Ogonowski, Ted Stopczynski and Stan

Stopczynski; Detroit Councilpersons Mary Ann Mahaffey and Dave Eberhard; and Detroit District Court Judge Tom Van Tiem.

In addition, AFD presented 14 other Distinguished Service Awards. The honorees and their respective categories are:

Edward Willenborg of Acme Food Brokerage, the broker award;

John Irvine of Super Food Services, the wholesaler award;

Bill Viviano of Prince Macaroni of Michigan, the manufacturer award;

William O'Connor of O'Donnell

Importing Company, the beverage distributor award;

Simon Gottlieb of Monarch Packing Company, the wholesale distributor award;

Frank Harrison of Wonder Bread, the driver-salesman award;

Jamal Shallal of Great American Foods, Detroit, was the recipient of the independent retailer award;

and Paul Borman, of Farmer Jack Super Market, the honoree in the chain retailer category.

The following were presented

(continued on page 10)



Hiram Walker Cordials.

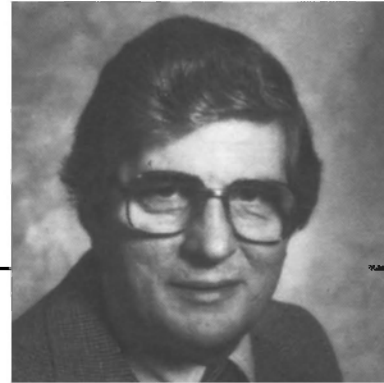
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The President's Message

TONY MUNACO
AFD President



OPTIMISM ESSENTIAL TO SURVIVAL AND GROWTH

With the nation's and the state's economy sputtering along at the present time, it is important for food retailers, wholesalers and manufacturers to remain optimistic and perform your tasks and provide services in a competitive manner utilizing the highest of standards.

With this type of positive attitude, when the economy turns around, and we are confident it will, you will be in a stable position to experience a badly needed growth period.

Re-capping the economy as it affects our industry, according to reports and statistics by our own Associated Food Dealers, we find the following taking place:

1. Retail sales are down about nine percent. Surely this is not a healthy situation, but with the coming holiday season, we hope it will turn around.

2. Rising operating costs. It takes more to run a business today than ever before, and it is difficult when sales and profits are down, what with rising energy and labor costs, it is tough just to "stay in business."

3. The high cost of borrowing money has a noticeable impact on present or future expansion plans, with the prime rates running above 19 percent at the present.

4. People have changed their buying and eating habits. Instead of stocking up on specials and other need products, the con-

sumer is simply sticking to the "basics."

5. Although no one usually likes to talk about it, it is a fact that the population in the Detroit area, and in Detroit in particular, is declining. People are moving out of state.

6. Not only are retailers competing with retailers, both independents and chain stores, but we also have to compete more and more with the fast foods restaurants for the food dollar.

7. General inflation is not helping the situation, either. Although we have fallen from double-digit inflation, the rate still remains high.

8. Unemployment in the Detroit area, and other urban cities of Michigan as Flint, Saginaw, Lansing, etc., have a severe impact on our local economy. What we need in this respect are more jobs, so more people would be in a position of helping turn our economy around.

9. Competition has been healthy in our industry, and that's good. Coupled with supply and demand, the consumer is still paying lower prices for food than in other parts of the country.

The main message here is that even though times are tough, you must "hang in there." Times will get better, and we will hopefully all be able to prosper together . . . business, the consumer and labor.



H. J. Van Hollenbeck

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Off The Deeb End

EDWARD DEEB
AFD Executive Director



IMPACT OF MANDATORY DEPOSIT LAW IS DEVASTATING

Later this year, Associated Food Dealers has been asked to make a special presentation to a national Food Marketing Institute conference to relate the impact of Michigan's mandatory returnable container law on retailers, bottlers, brewers and distributors.

We plan on documenting the industry's side of the issue, and detailing the devastating impact this beverage law has had in Michigan.

While the industry has worked hard to comply with the law, based on state government reports and figures issued, one would think the law was the best thing to happen in Michigan. And besides, the news media in Michigan has been most reluctant to "do its homework" and tell it like it is.

The fact of the matter is that the mandatory beverage law in Michigan is costing our total industry over \$300 million just to comply with the law, and handling the volume of returnable bottles and cans which are returned.

We will report that soft drink sales have dropped by some 11 million cases a year since the law took effect in 1978, and beer sales are down by five million cases annually due to this law. Not to mention that the State of Michigan itself is losing \$2 million a year in beer excise taxes due to the decline in beer sales.

AFD will also document statistics showing where it is costing the industry over \$1.10 a case JUST TO HANDLE returnable containers. This does not include the inflation rate, the rising cost of labor, the cost of money, the normal increases in product costs passed on to retailers from the distributors, etc.

We will also show where prices per case of soft drink and beer in Michigan is averaging between \$2.80 and \$3.40 per case more than in the neighboring states of Ohio, Indiana, Wisconsin and Illinois, because we as industry have done our homework here.

These are facts that are not being reported to the public by Michigan's news media. In fact, where possible, the media is either ignoring this issue, or editorializing against the industry's side.

It is interesting to note, that while area news media ignores the facts, news media representatives from other states have been regularly coming into the state, seeing for themselves, and reporting the facts to their people.

If only we in Michigan can modify the beverage law, to emulate one that is far better and more effective than our's (Washington), the citizens and industry could work for the same goals of keeping our environment cleaned without the high cost.

What is interesting is that if you remove all beverage container litter from the roadsides, we will have only improved the total litter problem by 14 percent, which means our law does not even deal with 86 percent of the litter. Further, beverage litter only amounts to some five percent of the total solid waste in our state.

Isn't it interesting that it is costing our industry \$300 million a year to deal with only 14 percent of the litter, or only five percent of the solid waste . . . and our news media refuses to report this important story to their readers or audience?

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The 3W provides first aid coverage for up to 100 employees. A rubber gasket along the inner edge prevents water, dust and air from entering and affecting its contents.

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STORE/COMPANY _____

ADDRESS _____

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MAKE CHECK PAYABLE AND MAIL WITH FORM TO:

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AWARDS

(from page 4)

with Distinguished Service Awards from the community for outstanding service to AFD, the total industry and the general public:

William Lucas, Wayne County Sheriff;

Gil DiNello, State Senator;

Michael O'Brien, State Senator;

Walter (Buzz) Luttrell of WXYZ-TV, Channel 7;

Louis Stephen of Stephen's Nu-Ad;

and Samuel Logan of the Michigan Chronicle newspaper.

The awards were presented by AFD's president Tony Munaco, Ed Deeb and Harvey Weisberg, assisted by AFD chairman Jerry Yono. Phil Lauri and Larry Joseph, who did a superb job, were the banquet chairmen.

Mike Bixler, vice-president of the Detroit Food Brokers Association, reiterated the importance of our industry working together. He commended AFD on taking time to honor those deserving of recognition, and

assured the audience AFD and DFBA would continue to work closely on the various issues confronting our industry.

The DAGMR was represented at the speakers table by its president, Chuck Batcheller.

Michigan Court of Appeals Judge George N. Bashara, Jr., reflected on the tremendous growth of AFD over the years, and praised AFD for taking the initiative to honor their peers in the industry. The AFD, in turn, presented a special award to Judge Bashara for the active interest he has taken to work with us over the years.

• • •

AFD thanks the following companies for contributing to the great success of the awards banquet:

Coca-Cola Bottling Company for sponsoring the cocktail hour along

with other AFD friends; Better Made Potato Chips, Kar-Nut Products, Borden Company and Kraft Foods, for providing the snack foods and chip dips; O'Donnell Importing Company for the dinner wines; Awrey Bakeries for the lovely sweet table; The Detroit News and Detroit Free Press for the photography; Art Robbie and Lloyd O'Donnell of the Hiram Walker Company for their fine assistance; and Anheuser Busch, Inc., G. Heileman Brewing Company, Detroit Coca-Cola Bottling Company, Everfresh Juice Company, Faygo Beverages, Miller Brewing Company, Pabst Brewing Company, Pepsi-Cola Bottling Group, Schlitz Brewing Company, 7-Up/Canada Dry Bottling Company, Stroh Brewery Company, and Vernor's, Inc., for their support and assistance; and all of the stores, markets and companies who made it possible for their representatives and their spouses and their guests to be with us on this eventful evening.

Purpose of the awards is to give due and proper recognition to those persons who have excelled in service to their employers, retailers, the community, and the total food and beverage industries, in the spirit of progress and the American free enterprise system.



COMMUNITY LEADERS who were honored with Distinguished Service Awards. Left to right: Senator Mike O'Brien; Senator Gil DiNello; Wayne County Sheriff William Lucas; Sam Logan, Michigan Chronicle; Louis Stephen, Stephen's Nu-Ad.



AMONG THE MANY prominent political and civic figures who attended the 1981 AFD Dinner were State Representatives Stan Stopczynski and Ted Stopczynski, shown in the photo above, with their wives, Donna, left, and Judy, right.

Below: Judge George Bashara, Jr., Michigan Court of Appeals, one of the evening's speakers, is pictured on the right.



Below: Judge Tom Van Tiem, Detroit District Court, former Michigan Liquor Control Commissioner, and survivor of the AFD Golf Outing "disaster", is shown with his wife, Helen.



Below: FORMER AFD PRESIDENT, Harvey Weisberg, center, is shown above, with current president Tony Munaco and his wife Fran.

Below: Ray Kowalski, Goebel division of Stroh Brewery Company, reaches for a serving spoon, to sample tasty hors d'oeuvres, during the cocktail hour. Ray's wife, June, right, seems to be trying to help.



6 Out Of 10 Bad Checks Are Cashed In Food Stores

On a daily basis, 400,000 bad checks are cashed, nationwide, and more than 6 out of 10 are cashed in retail food stores, according to a recent item in *NASFT Showcase* magazine. This is another reminder to exercise stricter check cashing security. The con artists are always sharpening their techniques.

Know the customer. Check his identification carefully, and remember that Social Security cards and driver's licenses are not firm proof of identity. Watch for erasures and other alterations. If the check already is endorsed, ask the payee to endorse it again and then compare the two signatures.

Have a rubber stamp pad. If there is cause for doubt about the customer, have him ink his thumb or index finger and ask him to place the imprint under the signature on the face of the check, or under the endorsement on the back. A bogus check man will flatly refuse to do this. However, no honest person should have any unfavorable reaction to such a means of identifying himself.

Study the customer. If he talks too much when presenting the check, he may be trying to distract your attention.

Watch how he handles the check. If he holds it between his fingers like a cigarette, his reason may be to keep fingerprints off the

check. Watch how he endorses the check and whether he holds it down with the heel of his hand instead of his fingers.

Get the phone number. Check his identification by calling that number to verify his residence, or check the phone book under his name to make sure that his phone and address match those he provides as identification.

Identify the check. If it's a payroll check, make sure the company upon which it is drawn actually exists. Ask the payee to show a badge or other identification to prove that he is an employee of the firm.

Never cash checks for transient trade. Know the customer, but if this proves a bad idea, demand identification with a recent date — anything that proves the passer to be a local citizen and not someone passing through.

Resort to trickery. Claim to know someone who works at the same firm as the payee. If he pretends to know someone whose name you made up, refuse to cash his check.

Beware of all gimmicks, particularly those that are accompanied by large checks, such as idea awards and Christmas bonuses.

Finally, never drop your guard. Professional check forgers know these same rules and are always devising new ways to get around them and into your cash register.



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really
asking
for it!



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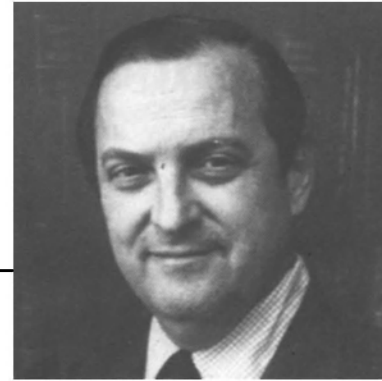
660 Plaza Drive

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48226

You And The Law

PETER J. BELLANCA, Esq.
AFD Legal Counselor



HERE'S HOW LONG YOU SHOULD KEEP RECORDS FOR IRS PURPOSES

In these times of continuing Government Regulation and the necessity of reporting to various Government Agencies, the small businessman is confronted with a new and unique problem — which business records must he keep, and which business records can safely be destroyed. The businessman that maintains an accurate and complete set of records can fall back on them to prove facts in order to support his position regarding income taxes, Michigan single business taxes, labor matter, workmens compensation claims, etc.

First of all, the businessman should determine what would be in his best interests and set the policy accordingly. The legal requirements of keeping records can change from time to time.

BUSINESS RECORDS: If you are incorporated or if you are a partnership, it is advisable to keep the following records so long as you are in business.

1. Articles of Incorporation and related By-laws and certificates.
2. Partnership Agreements and Certificates of Co-Partnership.
3. Stock records (if you are a corporation) and related Shareholder lists; or, if you are a partnership, partnership lists stating shares of the partners.
4. Minute books and/or minutes of partners meetings.
5. Deeds, mortgages, leases and land contracts.
6. Licenses, franchise agreements, security agreements, bank financing documents.
7. State and Federal Income Tax Returns.
8. General ledgers and journals.

REQUIREMENTS OF FEDERAL LAW: Most Federal Agencies prescribe through their regulations the type of records that should be

kept. If you are dealing with Governmental Agencies, you should consult with them directly as to which records you are required to keep. It would be impossible to try to delineate those records which must be kept by the many varied agencies. If you have any particular request, you can apply to the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, for a "Guide To Record Retention Requirements Published by the Federal Registrar". It costs \$1.00.

We can, however, discuss those records which are applicable to all of us, and that is the IRS. The Regulations of the Internal Revenue Service require that taxpayers, subject to income tax, must keep such records as are necessary to establish the amount of gross income, deductions and credit shown on any income tax return. These records must be kept so long as the contents thereof are material. Therefore, records regarding your inventory, records regarding depreciation of property used in your trade or business should all be kept so long as they are applicable. For example, if you are depreciating a piece of equipment over a five year period, your records should be retained of that depreciation for the five year period. Likewise, records pertaining to the administration of any pension or profit sharing plan should be retained so long as the plan is in effect, although there is a minimum of a five year requirement for such plans, pursuant to the regulations of the Labor Department.

Employers claiming a refund, credit, or statement of tax under FICA must keep pertinent records for four years after the date the claim is filed. Likewise, you are required to keep general records for a variety of employment tax returns for a minimum of four years after the due date of the tax for the return period to

which the records relate or the date the tax is paid, whichever is later.

In general, it is a good policy to keep all records relating to income and deductible expenses for a period of not less than three but preferably five years. There is a three year restriction on the IRS for reopening income tax returns, except in cases of fraud. Then there is no limitation on their right to reopen a tax case, except for five years after the discovery of the fraud.

Generally speaking, when we refer to records, we are referring not only to books of original entry, but also supporting documentation such as entertainment and travel expenses are always under high scrutiny by the Internal Revenue Service. Accurate and complete records of such expenditures should be maintained setting forth the date, names of persons and business purposes.

THE LABOR DEPARTMENT:

Employers subject to wage and hour laws should keep records containing important employee information such as payroll certificates, notices, Union Agreements, and other wage agreements for at least three years. The basic employment and earning records, including records of deductions or additions to pay, must be preserved for at least two years. That is the Federal Regulation. In Michigan, however, these records should be kept for six years. Employers subject to child labor provisions of the Wage and Hour Law, must keep the Certificates of Age for all employed minors until such minors terminate employment. Further, employers making retroactive payment of wages under the Wage and Hour Law, must preserve the receipt forms for three years.

If your company has a pension or profit sharing program and is required to report pursuant to the Labor Management Reporting and Dis-

closure Act of 1959, it must keep and retain such records as will provide in sufficient detail the necessary basic information and data from which the documents filed may be checked for not less than five years after filing.

EQUAL EMPLOYMENT OPPORTUNITY COMMISSION: Employers subject to the Civil Rights Act regarding equal employment opportunity must keep records of hiring, promotion, demotion, transfer, lay-off or termination, and the rates of pay for six months from the date of making the record or the taking of the personnel action.

SOCIAL SECURITY: Employers should keep for four years after the due date of the tax, copies of the return, schedules of statements filed in connection with Social Security Taxes, as well as records of all remuneration made to employees and subject to the Federal Insurance Contributions Act. Likewise, Employers subject to the Federal Unemployment Tax Act should keep for four years after the due date of the tax, such records as can establish the total payroll paid to employees, the amount of the payroll, and the amount of contributions paid into the State Employment Fund.

MICHIGAN LAW: So far as Michigan Law is concerned, you should keep all records required for a period longer than the applicable Statute of Limitations. Any records relating to written or oral contracts should be kept a minimum of six years. Documents affecting title of the property should be kept a minimum of fifteen years. Records of Court

judgment should be kept for a period of ten years. Promissory Notes should be kept for a period of six years, as well as records of open accounts, and wage records.

Regarding Michigan Taxes, you are required to maintain records supporting Business Activities Tax or Single Business Tax for at least six years from the date of the taxes due. Likewise, with Michigan Income Tax, you should keep records for three years, which is the Statute of Limitations on such tax. It should be noted, however, that the Statute of Limitations on Michigan Income Tax is suspended during which a Federal Income Tax is being contested.

Cigarette and tobacco tax records must be kept at least three years.

Employment Security Tax records should be kept three years. Sales and Use Taxes are required to be kept for a period of four years.

Good recordkeeping is a burden on the small businessman. It takes time, it takes money, and is cumbersome. However good recordkeeping can also prove a bounty to the small businessman because it provides a base upon which your accountants and tax counsel can take the greatest tax benefit which is provable in the future.

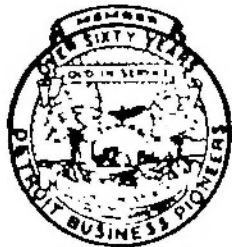
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AFD members and their employees can get FREE assistance with legal problems, in private, confidential sessions with members of Peter Bellanca's law firm. Phone AFD, 366-2400, for appointment.

AFD MEMBER

THE WAYNE SOAP COMPANY

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**BUYERS OF BONES, FAT,
TALLOW, AND RESTAURANT GREASE**

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GAS I BUY."**



"I'm doing four simple things to save gasoline—and it's like getting a 15¢ discount on every gallon!"

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We can't afford to waste it.**

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BEAT INFLATION
THEY BUY
CLABBER
GIRL**

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





Our 6th Annual Was a Perfect Golf Outing

Shown here are a few of the more than 150 duffers (and some golfers) who enjoyed perfect weather and ideal playing conditions at AFD's 6th Annual Golf Outing, held at Hillcrest Country Club, Mt. Clemens, last August. The day's fun and golf was followed by an evening dinner, and many prominent notables dined with AFD members and their guests. Iggy Galante, and his committee; Mike Simon, Art Simon, Carl Leonhard, Ty Place, Izzy Malin, Tony Munaco, Phil Lauri and Phil Saverino, handled all of the necessary details. Flawlessly.



AFD Program Could Save Members 40% to 60% In Worker's Comp Premiums

At a well attended general membership meeting of Associated Food Dealers held recently, members were given an updated progress report on the status of AFD's Self-Insured Worker's Compensation Program.

James Duff, of Creative Risk Management Corporation provided an overview of the program and answered many interesting questions asked by the members. He also reported that \$350,000 in premiums had been committed to the program, to date, with another \$50,000 in process. AFD's goal was to begin the program with participant premiums in excess of \$550,000 — thus, the goal has almost been attained.

Several members signed into the program following the meeting.

AFD president, Tony Munaco, urges members to support this program, because it could ultimately save participants from 40% to 60% of the premiums they are now paying. "The sooner our members get their forms in," said Munaco, "the sooner they'll begin to reduce the cost of their worker's comp insurance payments."

AFD members who would like to know more about this important program can get answers from our

agents: Keith Tappan, at (313) 354-0023; and Liz Schaefer, at (313) 792-6355; or phone the AFD office.

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for your wonderful cooperation
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Seven New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food and beverage association and service organization, representing over 3,100 members, wishes to welcome aboard seven new supplier members to the association. Their names, addresses and phone numbers are as follows:

AMERICAN MAILERS, mailers and distributors of handbills, 100 American Way, Detroit, Mich. 48209; phone: (313) 842-4000.

ATLAS AUTO LEASING, INC., leasers of automobiles, 22520 W. Eight Mile Rd., Southfield, Mich. 48034; phone: (313) 353-3170.

BEAVER MECHANICAL SERVICES, auto and mechanical repair and maintenance services, 17437 Third St., Detroit, Mich. 48203; phone: (313) 342-1616.

FRANK P. McBRIDE, JR., INC., insurance agency, 15001 E. Warren, Detroit, Mich. 48224; phone: (313) 886-4460.

MELROSE LINEN SERVICE, INC., laundry service company, 6401 E. Davison, Detroit, Mich. 48212; phone: (313) 366-7700.

OSCAR MAYER & COMPANY, meat processor and distributor, 14139 Farmington Rd., Livonia, Mich. 48154; phone: (313) 421-9030.

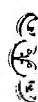
These new members, and all AFD supplier and service members, and advertisers, deserve your support and patronage. Please refer to the AFD Suppliers' Directory on page 19 often. In fact, clip it out of *The Food Dealer* and post near your phone.

U.S. POSTAL SERVICE STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685)			
1. TITLE OF PUBLICATION THE FOOD DEALER		2. DATE OF FILING 10-29-81	3. FREQUENCY OF ISSUE Quarterly
4. COMPLETE MAILING ADDRESS OF KNOWN OFFICE OF PUBLICATION (Street, City, County, State and ZIP Code) (Not optional)		5. NO. OF ISSUES PUBLISHED IN THIS YEAR Four	6. ANNUAL SUBSCRIPTION PRICE \$3.00
7. COMPLETE MAILING ADDRESS OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICE OF THE PUBLISHER (Not optional)			
8. FULL NAMES AND COMPLETE MAILING ADDRESSES OF PUBLISHER, EDITOR AND MANAGING EDITOR (This item MUST NOT be blank)			
PUBLISHER (Name and Complete Mailing Address) ASSOCIATED FOOD DEALERS, 125 W. Eight Mile Road, Detroit, Michigan 48203			
EDITOR (Name and Complete Mailing Address) Edward Deeb, 125 W. Eight Mile Road, Detroit, Michigan 48203			
MANAGING EDITOR (Name and Complete Mailing Address) None			
9. OTHERS (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a corporation or other organization, its name and address must be stated. (This item must be completed.)			
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10. I hereby certify that the statements made by me above are correct and complete			
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 Awrey Bakeries 522-1100
 B&C Distributors 843-2898
 Entenmann's 464-8008
 Grennan Cook Book Cakes 896-3400
 Grocers Baking Co. (Oven Fresh) 537-2747
 Independent Biscuit Company 584-1110
 Koeplinger's Bakery, Inc. 967-2020
 Me & Mine Thrifty Bakery 862-5745
 Fred Sanders Company 868-5700
 Schafer Bakeries (517) 386-1610
 Taystee Bread 896-3400
 Vincent Trescone Company 977-6634
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Action Distributing Company 591-3232
 Anheuser-Busch, Inc. 642-5888
 Bellino's Quality Beverages 675-9566
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 Faygo Beverages 925-1600
 G. Heileman Brewing Co. 941-0810
 Home Juice Company 925-9070
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 Kozak Distributors, Inc. 925-3220
 Don Lee Distributors, Inc. 584-7100
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 Harold P. Meloche Company 534-1860
 Metes & Powers, Inc. 682-2010
 Metroplex Beverage Corp. 897-5000
 Miller Brewing Company 465-2866
 Mohawk Liqueur Corp. 962-4545
 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. 354-5350
 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 863-1600
 Hiram Walkers, Inc. 851-4800
 Warner Vineyards (616) 657-3165
 Wayne Distributing Co. 427-4400
 Vic Wertz Distributing Company 293-8282
 E.J. Wierfman Co. 521-8847

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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
 Conrady-Greenson & Associates 335-2088
 Continental Food Brokerage 525-1120
 Embassy Distributing 352-4243
 Harold M. Lincoln Co. 477-0900
 Paul Inman Associates, Inc. 626-8300
 Interstate Marketing Corporation 341-5905
 McMahon & McDonald 477-7182
 Marks & Goergens, Inc. 354-1600
 Merit Sales Corporation 569-3634
 Mid-America Food Brokers 478-8840
 Nationwide Food Brokers 569-7030
 Northland Marketing 353-0222
 Peterson & Vaughan, Inc. 478-6800
 The Pfeister Company 591-1900
 Regale Importing & Brokers 862-0695
 Sahakian, Salm & Gordon 968-4800
 Sosin Sales Company 557-7220
 Stark & Company 358-3800
 James K. Tamakian Company 352-3500

• CANDY & TOBACCO

Fontana Brothers, Inc. 897-4000
 J & J Wholesale Tobacco & Candy 754-2727
 Quality Distributors 538-2961
 Wolverine Cigar Company 554-2033

• CATERING HALLS

Royalty House of Warren 264-8400
 The Southfield Manor 352-9020
 Thomas Manor 771-3330

• DAIRY PRODUCTS

The Borden Company 583-9191
 Tom Davis & Sons Dairy 894-0022
 Detroit City Dairy, Inc. 868-5511
 Detroit Pure Milk (Farm Maid) 837-6000
 Grocer's Dairy Company (616) 243-0173

McDonald Dairy Company (313) 232-9193
 Melody Farms Dairy 525-4000
 Najor's Dairy Company 861-7050
 Stroh's Ice Cream 961-5843
 Vitale Dairy Services 755-0120
 Weiss Distributors, Inc. 552-9666
 Wesley's Quaker Maid, Inc. 883-6550
 Ira Wilson & Sons Dairy 895-6000

• COUPON REDEMPTION CENTER

Associated Food Dealers (313) 366-2400

• DELICATESSEN

Dudek Deli Foods (Quaker) 891-5226
 Specialty Foods Company 893-5594
 Winchester Foods, Inc. 348-7750

• DENTISTS

Dr. Robert Rizk Associates 647-5434

• EGGS & POULTRY

Eastern Poultry Company 875-4040
 Linwood Egg Company, Inc. 524-9550
 Napoleon Foods 892-5718
 Orleans Poultry Company 931-7060

• FISH & SEAFOOD

Great Lakes Fish & Seafood 366-6050

• FLORISTS

Livernois-Davison Florist 933-0081

• FRESH PRODUCE

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 Hadley Fruit Orchards 569-7030
 Tony Serra & Sons Produce 758-0791
 Faro Vitale & Sons 393-2200

• ICE PRODUCTS

Midwest Ice Corp. 868-8800

• IMPORTERS-EXPORTERS

Dalaly-International & Asso. 353-2722
 Energy International Corp. 362-4266

• 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

Blue Cross, Blue Shield of Michigan 225-8000
 Ward S. Campbell, Inc. (616) 531-9160
 Frank P. McBride, Jr., Inc. 886-4460
 Michigan HMO Plans 961-1610
 Mutual of Omaha 569-2200
 K.A. Tappan & Associates 354-0023

• LAW FIRMS

Bellanca, Beattie, DeLisle 882-1100

• LEASING COMPANIES

Atlas Auto Leasing 353-3170

• 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
 Kellogg Sales Co. 855-1060
 Kraft Foods 261-2800
 Nabisco, Inc. 478-1400
 Prince Macaroni of Michigan 772-0900
 Procter & Gamble Company 336-2800
 Ralston Purina Company 477-5805
 Red Pelican Food Products, Inc. 921-2500
 Shedd Food Products 868-5810
 Velvet Food Products 937-0600

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 Dart Meats 831-7575
 Detroit Veal & Lamb, Inc. 961-1248
 Flint Sausage Works (Salays) (1) 239-3179
 Frederick Packing Company 832-6080
 Glendale Foods 962-5973
 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
 Oscar Mayer & Company 421-9030
 M&G Foods, Inc. 893-4228
 Maxwell Foods, Inc. 923-9000
 Metro Packing Company 259-8872
 Midwest Sausage & Corned Beef 875-8183

Naser International 464-7053
 Peschke Sausage Company 368-3310
 Peter Eckrich & Son, Inc. 937-2266
 Potok Packing Company 893-4228
 Regal Packing Company 875-6777
 Weeks & Sons (Richmond) 727-3535
 Winter Sausage Manufacturers 777-9080
 Wolverine Packing Company 568-1900

• MEDIA

The Daily Tribune, Royal Oak 541-3000
 Detroit Free Press 222-6400
 The Detroit News 222-2000
 Food Dealer Magazine 366-2400
 The Macomb Daily 296-0810
 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

Cleanway Products 834-8400
 Household Products, Inc. 682-1400
 Ludington News Company 925-7600
 Nationwide Food Brokers 569-7030

• OFFICE SUPPLIES EQUIPMENT

City Office Supplies, Inc. 885-5402

• POTATO CHIPS AND NUTS

Better Made Potato Chips 925-4774
 Frito-Lay, Inc. 271-3000
 Kar-Nut Products Company 541-7870
 Superior Potato Chips 834-0800
 Variety Nut & Date 268-4900

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Action Adv. Dist. & Mailing Company 964-4600
 American Mailers 842-4000
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 J.H. Corporation 582-2700
 Stephen's Nu-Ad Advertising & Prom. 521-3792
 Stanley's Adv. & Distributing Company 961-7177

• REAL ESTATE

Butts & Company 644-7712
 Earl Keim Realty, North 559-1300
 Kryszak Enterprises 362-1668
 O'Riley Realty & Investments 689-8844

• RENDERERS

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

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American Express Company 624-3539
 Atlantic Saw Service Co. (800) 631-7650
 Beaver Mechanical Services 343-1616
 Comp-U Check 569-1448
 Gulliver's Travel Company 567-2500
 Melrose Linen Service 366-7700
 Print-Guard Thumbprints 343-0222
 A.J. Shaheen Electric Company 885-3670
 Swiss-Clean, Inc. (Taski) 348-6100

• SPICES AND EXTRACTS

Rafal Spice Company 962-6473

• STORE SUPPLIES AND EQUIPMENT

AAA Pallet Company 892-4360
 Almor Corporation 399-3320
 Belmont Paper & Bag Co. 491-6550
 Fraza Equipment, Inc. 778-6111
 Great Lakes Cash Register, Inc. 383-3523
 Hobart Corporation 542-5938
 Hussman Refrigeration, Inc. 471-0710
 Lepire Paper & Twine Company 921-2834
 Liberty Paper & Bag Company 921-3400
 Multi Refrigeration, Inc. 399-3100
 Pappas Cutlery & Grinding 965-3872
 Toledo Scale Company 588-4410

• WHOLESALERS, FOOD DISTRIBUTORS

Associated Grocers of Mich. (517) 694-3923
 Bay City Milling & Grocer Co. (517) 892-5593
 Central Grocery Company (1) 235-0605
 Jerusalem Falafel Mfg. Co. 595-8505
 Kramer Food Company 585-8141
 Kaplan's Wholesale Food Service 961-6561
 Leddy Wholesale Co. 272-2218
 M & B Distributing Co. (1) 767-5460
 Nor Les Sales, Inc. 674-4101
 Rainbow Ethnic & Specialty Foods 345-3858
 Raskin Foods, Inc. 759-3113
 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) 878-2276
 Viking Food Stores, Inc. (616) 772-3151
 Abner Wolf, Inc. 525-7000

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

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

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

But you have to do your part.

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

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

It might as well be you.



Stroh's
For the real beer lover.

THE STROH BREWERY COMPANY, DETROIT, MICHIGAN