



# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

SPRING, 1981

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# THE FOOD DEALER

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## CONTENTS

Michigan Daily Lottery Game .....	Page 5
President's Message .....	6
Off The Deeb End .....	8
What Does "Hungry" Really Mean? .....	16
Coupon Caper Exposed .....	18
How Much Do You Know About Food Stamps? .....	22
AFD Officers and Directors .....	26 & 27
Program, AFD's 65th Trade Dinner .....	32 & 33
What Makes It Kosher? .....	38
The Bottle Bill Cover-Up .....	44
Grocery Bags and Run-Away Shopping Carts .....	54
AFD Suppliers' Directory .....	61
Advertisers' Index .....	62

## Are You Displaying, Selling More Cheese?

Cheeses are gaining in popularity. They are high in protein, require no preparation and have the versatility of combining with many other foods for delicious salads, soups, main dishes and desserts.

There's no limit to the ways cheese can be used, from casseroles to cheese cakes. There are some cheeses, however, which are meant to be eaten as is, or simply matched with fresh fruits.

Appetizers are a promise of good foods to come, and perfect starters are slices of brick cheese served on Michigan apple slices or Michigan pears with Cheddar or Muenster cheese. For a busy Saturday lunch treat, lightly butter a slice of brown bread,

cover generously with hot Michigan baked beans and a thick layer of shredded Cheddar cheese. Broil slowly until cheese melts, then top with crisp bacon slices.

Michigan's natural cheese production totals about 33 million pounds each year, with American cheese amounting to two-thirds of this total, according to the Michigan Department of Agriculture. Cheesemakers in our state produce Muenster, Cheddar; brick, Mozzarella and other Italian cheeses, cream and farmer cheeses, among others. Cottage cheese production amounts to about 56 million pounds annually.

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; Society of Association Executives; Association Executives of Michigan; Association Executives of Metro Detroit; and The Detroit Press Club.



# 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.



## Michigan Daily Lottery Game Profitable, But Not For Everyone



As the Michigan Lottery's "Daily" Game continues to grow in popularity (\$6.2 million per week), interest in becoming a "Daily" agent has increased proportionately.

Squeezed by tight margins and competitive merchandising, owners and managers of all types of Michigan businesses often see the "Daily" Game as an instant panacea. Sometimes they are correct; often they are mistaken.

Some business owners feel they have an inherent right to a terminal. They convey this message to the Lottery in strong, demanding terms. They cite the Constitution, shout about the taxes they are paying, and argue about their citizen "rights."

Others resort to pressure tactics. They contact

lawyers, legislators, trade associations, bookkeepers, accountants, ministers, and various civil rights agencies in an effort to squeeze a terminal from the Lottery. A few have even resorted to unlawful inducements to Lottery officials. These are referred to the Attorney General's office for investigation. The most recent attempt resulted in an arrest and a 36-count indictment for attempted bribery.

Still others approach the Lottery with more rational, logical appeal. Armed with pictures, petitions and platitudes, these retailers bombard the Lottery with subjective information about their businesses and their "highly desirable locations" for "Daily" terminals.

Which tactic is most effective in obtaining a terminal? An honest answer is probably "none of the above." The Lottery exercises painstaking care and uses a complex set of check and balances to insure proper placement of each and every terminal. Chances are good (no pun intended) that if your store is a good location for selling "Daily" tickets, you will receive a terminal. If it is not, pressure tactics and added inducements will not change the Lottery's decision.

Unfortunately, it sometimes appears that these tactics work. Here is an example of how that happens.

Mr. Jones requests a "Daily" terminal from the Lottery. The Lottery conducts an evaluation and advises Mr. Jones that his request is denied. Mr. Jones hires an attorney or a "representative" to pursue

(continued on page 10)

**BEST WISHES  
FOR A SUCCESSFUL YEAR  
to Tony Munaco and  
all of the AFD officers!**

## EVER FRESH JUICE COMPANY

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DETROIT, MICHIGAN 48211

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# The President's Message

TONY MUNACO  
AFD President



## COMMON PURPOSE DEMANDS RESPECT, DIGNITY

To begin with, at this time, I wish to express my gratitude and thanks to the membership of the Associated Food Dealers for electing me as your president for 1981.

Let me assure you that I plan on doing everything humanly possible to bring about and maintain the respect and dignity that our association and our industry deserves at all levels in the community and with government, with God's help.

In order for me and AFD to do an effective job however, I will need *your* help. Therefore I am asking all of my fellow board members, committee members, retailers, suppliers and our efficient office staff under the capable and professional leadership of Ed Deeb, to assist me in getting the job done.

Working together we are strong and unbeatable. Dis-united and fragmented, we are weak, powerless and certainly less effective. So we must continue to assure justice and fair play on behalf of our industry.

Let me take a moment to relate some of the outstanding programs we have recently implemented, or are presently ready to be launched:

**1. After working 10 months to negotiate, we now have one of the finest Blue Cross and Blue Shield programs in Michigan, at very low rates. We also have an excellent dental program with Delta Dental. After the company worked out the bugs, the program is now working very well. And we also have a group optical program with D.O.C. Optical Centers, which affords our members a 25% discount.**

**2. We have the services of a fulltime government relations liaison in Lansing to assist us in keeping abreast of various changes in existing laws, new laws or action by various governmental agencies, in Michigan, and in Washington.**

**3. We of AFD recently retained the well-known law firm of Bellanca, Beattie, DeLisle, Suchy, Matish and McGuire to provide us more in-depth legal expertise which may be needed in the coming months. The firm succeeds the late George N. Bashara, Sr., our legal counsel who had served AFD honorably**

**and with distinction for some 40 years.**

**4. AFD is preparing to launch an outstanding group Casualty and Property Insurance Program, which will guarantee coverage to all members in good standing, and one that is underwritten by Lloyd's of London. Also in this regard, AFD is just completing an important survey of our members to start our own self-insured Workman's Compensation program to help provide coverage at drastically reduced rates.**

**5. To assist the AFD staff with the hundreds of details it is confronted with, we have just acquired a new computer which will provide needed assistance.**

**6. As most of you are aware, we have stepped up our community relations and public relations efforts to provide needed information and understanding of our industry . . . and keep the news media advised regularly on all of our various efforts.**

**7. This is the year we will initiate our new training program and employment center, provided the CETA funding is still available.**

These then are just a few of the more important things we are doing for our members. This does not include the hundreds of requests for assistance the staff routinely handles on a day-by-day basis.

One of the main purposes of AFD is to serve as a central clearing house for the members and our industry, since we all have a common purpose and a common cause. We are pledged to continue this outstanding effort.

We literally deluge our members with all kinds of printed information, helpful tips and benefits . . . but everyone must take the time to read the material and keep abreast of our changing times.

In conclusion, let me say that the success of AFD, like any other organization, depends on all of us working together in peace and harmony. Since we are a voluntary trade association, we ask each of you to donate your time and talents to help us get the job done. This is the true formula for success. We're counting on your support.

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

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

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

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

But you have to do your part.

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

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

It might as well be you.



***Stroh's***  
**For the real beer lover.**

THE STROH BREWERY COMPANY, DETROIT, MICHIGAN

# Off The Deeb End

**EDWARD DEEB**  
AFD Executive Director



## BREAKTHROUGH

After working with various insurance companies for over a dozen years to put together a casualty and property insurance program for Associated Food Dealers and our membership, a real breakthrough has been made.

After working with experts in the casualty field for the past eight months, we have brought together the mechanics which will soon lead to a Casualty and Property Insurance Program specially designed for all AFD members.

All elements of casualty and property insurance, such as fire, crime, liability, business interruption, etc., have been packaged into a single program. At the present time, our insurance coordinators and AFD are designing and preparing all of the needed information and brochures which will soon be sent to all members. Those who have not been able to obtain portions of this type of insurance, or who have been paying double and triple rates, should look forward to this coverage through AFD with great anticipation.

Watch for the details which will soon be sent to you.

In a related development, AFD members have been quite concerned about the rising Workmen's Compensation Insurance rates. As a result, working with Penn General Services, AFD is presently surveying our members in an effort to initiate a self-insured AFD Group Workmen's Compensation Insurance Program, which will mean 30 to 40 percent savings on premiums paid.

News of the above two developments should bring a sigh of relief to AFD members. For too long many dealers have been doing business without adequate insurance, worried their investment in their business could be wiped out instantly.

The new AFD Casualty and Property Insurance Program will assure that all members in good standing will be eligible for coverage at good competitive rates, in a package underwritten by various large insurance companies. Something not now possible.

The Workmen's Compensation Insurance Program will assure all AFD members they could obtain this type of insurance as required by law also at good, competitive rates.

These programs, both approved by your Board of Directors, are but two of many programs AFD is initiating in the best interest of our over 3,000 members. We only hope you will take advantage of them.



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## Good ideas will always be good ideas.

Time has a funny effect on some products. One day they can sell like crazy. And then the craze is gone.

At General Foods, we look for product ideas that will stand the test of time. Products that always answer a consumer need. Products that never stop selling.

At General Foods, we want to make sure good ideas stay good ideas.

### 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:* Birds Eye Agricultural • Beverage • Breakfast • Desserts • Main Meal • Maxwell House and Pet Foods.  
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TOGETHER TO  
BETTER SERVE  
THEIR  
CUSTOMERS**

**SPARTAN STORES INC.**  
GRAND RAPIDS and PLYMOUTH, MICHIGAN

## LOTTERY

(from page 5)

the matter. Six months later Mr. Jones receives a terminal.

Our hypothetical Mr. Jones does not know how or why he received the terminal. Frankly, he doesn't care. All he knows is that he paid someone to help him and it worked. When his friends ask how he got the terminal, Mr. Jones tells them the facts, as he understands them. They reach the understandable conclusion that "you have to pay someone to get a terminal."

But let's look behind the scenes. What really happened? Did Mr. Jones have to pay for a terminal?

No way! When the Lottery conducted its first evaluation for Mr. Jones' business, it concluded that a "Daily" terminal here might impact on an existing terminal located in the next block. Therefore, it decided to deny Mr. Jones a terminal and notified him accordingly. But the Lottery retained his evaluation in its files. Six months later, Mr. Jones' attorney contacted the Lottery. On reviewing the facts, the Lottery discovered that the sales of the existing agent had now increased to the point where an additional terminal in the area would be justified. It decided to grant Mr. Jones a "Daily" terminal.

Would Mr. Jones have received a terminal had he not paid an attorney or "representative?" Yes! The merits of the situation determined the outcome. Mr. Jones could have requested the review himself (after six months) and the results would have been identical.

Since the Lottery's field staff monitors the sales of all agents, it would have noted the increase in sales of the existing terminal and recommended installation of a terminal at Mr. Jones' business at the appropriate time.

It was unnecessary, therefore, for Mr. Jones to pay someone for what he could have done himself or what the Lottery would have done for him without urging.

What criteria does the Lottery use to determine placement of terminals? Who makes the decisions? How?

No formal application is necessary for a "Daily" terminal. An agent must be licensed or must apply to be licensed as a "regular" Lottery agent. This means that he/she must sell both the weekly Michigan tickets and the \$1 Instant Game Lottery tickets.

Some "Daily" Game sites are selected upon the recommendation of Lottery field representatives. Others result from inquiries that are made from interested retailers to the Lottery Central headquarters in Lansing or to one of the Regional Offices. Regardless of the source, all inquiries and all recommendations are treated equally.

First, the Lottery's Marketing Division conducts a field evaluation to determine the feasibility of installing a "Daily" Game terminal. The evaluation contains information relating to the retailer's busi-

(continued on page 12)



**You've  
earned  
your  
battle  
ribbons.**

If they gave decorations in the retail food industry — and they should — you'd already have a chest-full.

For fighting courageously against incredible odds to make a profit.

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For service "above and beyond" in the fierce struggle to hold on to your customers.

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You've earned your battle ribbons.

*Tom McClinton Alex Keller*



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Continued Success  
To The AFD —***

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## **LOTTERY**

(from page 10)

ness location, his hours of operation, traffic count, a description of the facility, his merchandising skills, the demographics of the surrounding area, a comparison with other existing and potential agents, a map of the marketing area, and credit references.

Two extremely important aspects of the field evaluation are the field representative's recommendation and his estimation of the agent's potential sales volume for "Daily" Game tickets. The Lottery field representative has been carefully trained to make estimates of this nature and has a variety of resources available to insure an accurate estimate.

While the sales estimate is an important factor in determining the acceptance or denial of "Daily" Game placement, other factors must also be considered. For example, an agent having a \$4,000 per week potential might be denied due to the impact he could have on a nearby agent. In some instances, two agents could be licensed adjacent to one another providing the first agent has a sufficiently high level of sales to warrant installation of a second terminal.

After a marketing evaluation has been completed by a field representative, it is submitted to the respective regional field office where it is reviewed by a Lottery Regional Manager. The Regional Manager is an experienced "street-wise" Lottery administrator who is thoroughly familiar with the marketing area. He checks the evaluation carefully for errors, omissions, or any questionable judgements on the part of the field representative. He has personally visited most of the locations. Once the evaluation has been carefully checked, the Regional Manager makes an independent recommendation and forwards the evaluation to Lottery Central in Lansing.

In Lansing, the Deputy Commissioner for Marketing carefully screens each evaluation. He checks to see that all recommendations are supported by facts and often discusses various aspects of the applicant's business with the Regional Manager and the field representative. He spot checks many of the locations, then decides if the business should be recommended for approval or denial.

Retailers are denied Lottery terminals for a variety of reasons. For example, the sales projection may be insufficient to justify the high cost of installing and maintaining an expensive computer terminal; the marketing area in question may be sufficiently covered by existing terminals; the retailer may have failed to pass the Lottery's financial or police record investigation, or the business establishment may be located in an area that is not receptive to the sale of "Daily" Game tickets.

If the retailer is to be denied a "Daily" Game terminal, notification is mailed indicating the reasons for the denial. Once the agent is denied, the matter will not be reviewed sooner than six months. At that time, the retailer may, if he/she feels conditions in the area have substantially changed, request the Lot-

(continued on page 14)

# May is Pick-A-Pair Time!

It's time to get in on the longest-running, most successful annual promotion in beer-selling history!

Pick-a-Pair is a great way to increase summer profits selling six-packs, twelve-packs and even cases of the largest-selling beer in the world!

Pick-a-Pair media support will be everywhere. On national TV. in *Sports Illustrated*. On radio. And right in your local newspaper.

Pick-a-Pair is a complete storewide promotion. We'll give you a pole display plus special shelf talkers and window banners that let you tie in select high margin food items. Your Budweiser representative will be calling on you soon with all the details!

**Pick-a-Pair**  
For increased sales  
and higher profits!



# Baked goods buying families love variety

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SIGN OF GOOD TASTE

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## LOTTERY

(from page 12)

tery to review the situation. In many instances changes do occur and "Daily" Game terminals are subsequently approved. Occasionally, dramatic changes can occur in a shorter period of time. Lottery field representatives are quick to point out these conditions and the matter is reviewed prior to the six-month-minimum period.

Once the evaluation has been recommended for approval by the Deputy Commissioner for Marketing, it is submitted to the Commissioner. Once again the evaluation is carefully screened to determine proper justification for terminal installation. If the Commissioner disagrees with the recommendation, he returns the evaluation to the Marketing Division. If he approves, the evaluation is processed and the owner notified accordingly.

Although the Lottery has demonstrated an uncanny ability to select optimum locations for "Daily" Game terminals, occasionally sales fall far below the required \$4,000 per week minimum. After the agent has been given a sufficient amount of time and it appears that sales are not increasing, the terminal is regretfully deactivated. This often creates a flurry of excitement from other retailers in the area who anticipate the opportunity to receive the displaced terminal. Unfortunately, this is rarely the case. The tremendous demand for the terminals on a statewide basis will usually dictate that the terminal be placed in some other part of the state where the sales potential appears to be high.

The limited number of available terminals, combined with the strong demand by interested retailers, means continued pressure on the Lottery to utilize thoughtful discretion in the selection of new "Daily" locations.

## Lucille Ball says, "Give a gift of you. Be a Red Cross Volunteer."



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## What Does "Hungry" Really Mean?

Understanding and dealing with the difference between being "hungry" and "having an appetite" can mean the difference between success and failure on a diet.

Hunger refers to "a weakened condition brought about by the lack of food". It means a need for nourishment, not simply a desire to eat.

The average person often confuses hunger with appetite. We sometimes experience what we label as hunger shortly after eating a full meal. At such times, the experience may more accurately be called "appetite", or the craving or habitual desire for food.

When appetite comes into play, people commonly are confusing emotional states, such as boredom, tension, excitement or anger with natural hunger.

Therefore, while hunger is an answer to a biological need, appetite, in such cases, is a response to psychological desire.

The psychological aspects of eating can be very powerful.

Children often are rewarded for desired behavior with food. As they grow older, they learn that giving and receiving food are signs of social acceptability and hospitality. Eating and feeding come to imply kindness and generosity in social situations.

Similarly, when we are upset over being treated unkindly or disappointed or feeling any number of other emotions, we often turn to food to make ourselves feel better.

Whatever its cause in a given circumstance, psychological appetite leads to the eating of food we don't need and thus shouldn't have, especially if we are dieting.

That is, unless we keep the appetites in check.

It's important to learn the difference between hunger and appetite and to make certain that we only eat proper foods when we recognize our eating urge to be actual hunger.

When the urge to eat strikes, ask yourself two questions.

First, when did you last eat a full meal? If the answer is "within the past five hours", chances are very slim that you truly are hungry.

Second, is there something other than a physiological need for food which might be causing your urge to eat? Consider your emotional state. Are you bored, angry or upset? If the answer is "yes", there is a very good chance you are experiencing appetite, not hunger.

Naturally, it is vital to deal effectively with appetite, once you have identified it.

I've found that it helps to

simply delay making a decision whether to eat for about 10 minutes. During the delay, I try to get involved in something that's enjoyable.

After the 10 minutes are up, I ask myself if I really have to eat. If not, great. If so, I make absolutely certain that I eat wisely, perhaps allowing myself a piece of fruit or vegetable.

Here's a suggestion for managing those times when you conclude that you truly are hungry and not just in the throes of a psychological appetite.

Have ready a list of the foods you most like to eat and another of those you don't like as much.

When the need arises, choose a small portion of the second list — the one you're not as tempted to abuse.



FLORINE MARK

### 65th Anniversary Greetings

**Congratulations and Best Wishes for Continued Success  
to the Officers and Members of Associated Food Dealers  
from all of us at**

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PHONE 341-5905

# ALL IN THE FAMILY.



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MORE THAN 150 ARRESTED AND CONVICTED:

## Coupon Caper Exposed

By industry standards it was a superb promotion: more than 87,000 coupons came back from more than 3 million that had been circulated in the New York area via free-standing inserts in three daily newspapers.

The manufacturer scored a respectable 2 percent response to its 25-cent coupon offer against a new brand of laundry detergent debuting at hundreds of stores and supermarkets in the area.

But there were no consumers. There was no such detergent. And there was no 'manufacturer' either because the whole promotion was a fraud — perpetrated by Uncle Sam to catch coupon cheaters in the act.

The now-celebrated "BREEN" caper resulted in the arrests and convictions of more than 150 people in 1978 and 1979 — some of them drawing as much as four years in jail and/or \$10,000 in fines.

The Postal Inspector who headed the investigation (and who has requested anonymity) told the BREEN story during a recent three-day conference called by Donnelley Marketing Redemption Services.

He said the crackdown, which began in 1979 and was still being prosecuted at the beginning of

this year, has changed the job of policing coupon fraud in the New York area from one of "radical surgery to "preventive medicine." He also provided some colorful insights as to how some coupon cheats operate.

"We didn't find, in this particular campaign, any evidence of major counterfeiting," he said. "I know it exists, but it just didn't show up in this instance."

He declared that the BREEN experience shows that newspapers are misredeemed at a rate between 35 and 40 percent. Approximately 2,700 stores and individuals — both real and fictitious — were involved.

"These 2,700 were spread across 44 states," he said, "which was amazing, since we had distributed the inserts in only three newspapers, all of them in metropolitan New York. We even had a couple of companies that redeemed coupons three days before publication.

"There was a chain of stores that sent a bunch of coupons. Being rather cynical about their claim we sent them a letter asking for proofs of purchase. They wrote back saying that they had lost them.

"Six stores on the same street sent us back what looked like a form letter that said, in effect: 'We'd like to send you the proof of purchase but our store was burglarized over the weekend and they stole all our invoices.'"

The inspector said there were many incidents

(continued on page 20)



## SMART RETAILERS ARE STOCKING AND PROFITING WITH EPSOM SALT ISOPROPYL RUBBING ALCOHOL COMPOUND

It minimizes pain and gives temporary relief for minor muscular pains — including sprains, arthritis and rheumatism. It's a combination of products, each compound for a specific purpose, to penetrate through all layers of the skin. It works on and under the skin — where ordinary alcohol can't even get started.

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to the Officers, Directors and  
Associated Food Dealers  
on the Occasion of  
Your 65th Anniversary**

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a household word.*

**NABISCO** INC.

*Bakers of America's favorite Cookies, Snacks and Crackers*

## COUPON CAPER

(from page 18)

to liven up what he thought was going to be routinely dull investigation, one of which was the experience of a female undercover agent who went to work in one of the chain stores under suspicion.

"Her first day there," he said, "she was put in the 'cutting room' where she proceeded to clip coupons for the next week, crumpling them up and mixing them in with those the store was receiving from local civic and church groups.

"The manager was a little put out when our investigator showed up the following week with a search warrant. He complained that she was being unethical."

The inspector said the single most effective way to curb coupon fraud is to "control your coupons." Sometimes the opportunity for abuse is painfully obvious, like the newsstand that gets 50 papers six days a week but on the 'best food day' it orders 500.

"Manufacturers also need to document attempts at coupon fraud, because getting an indictment is by far the toughest part of any prosecutive action.

"I can't sell a 25-cent fraud attempt to a prosecutor, but I can sure get his attention with a scam that's pulling down \$50,000 or \$60,000 a year, and there are hundreds of people doing that and getting away with it all over the country."

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

**DETROIT FOOD BROKERS ASSOCIATION**



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## How Much Do You Know About Food Stamps?

**Q-1:** A customer comes to your store register with a shopping basket of food and other items. She (the customer) has food stamps to pay for the items. Decide which of the following items can be sold for food stamps and which are non-eligible items. Put a check mark next the eligible items.

- ☐ aspirin
- ☐ toilet paper
- ☐ potatoes
- ☐ porterhouse steak
- ☐ frozen peas
- ☐ milk
- ☐ candy bar
- ☐ chewing tobacco
- ☐ asparagus
- ☐ canned pork and beans
- ☐ bananas
- ☐ cookies
- ☐ bubble gum
- ☐ matches
- ☐ corned beef
- ☐ paper towels
- ☐ charcoal briquets
- ☐ beer
- ☐ rice
- ☐ dishwashing detergent

**Q-2:** A food stamp customer

wants you to sell a package of antacid tablets and a bottle of vitamins for food stamps, because both are taken internally and the vitamins are a food supplement. You should:

- ☐ a. Sell them for food stamps since both are swallowed.
- ☐ b. Sell the vitamins for food stamps, since they contribute to nutrition, but refuse to sell the antacid tablets for food stamps, since they are medicine.
- ☐ c. Refuse to accept food stamps for either item.

**Q-3:** A customer wishes to use food stamps to buy a pint of cold potato salad and a sandwich from the delicatessen section. You should:

- ☐ a. Sell the items for food stamps, since both are food for human consumption.
- ☐ b. Refuse to sell the items for food stamps since both are prepared foods.
- ☐ c. Sell the items for food stamps, so long as they are not going to be eaten on the premises.

(continued on page 24)

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with the  
Balanced  
Double Action!



## FOOD STAMPS

(from page 22)

**Q-4:** When someone attempts to buy pet food or laundry starch with food stamps, you should:

- \_\_\_ a. Sell them for food stamps because they are eaten by some people.
- \_\_\_ b. Refuse to sell them for food stamps because they are not intended for human consumption.
- \_\_\_ c. Sell the items for food stamps this time, but warn the customer not to try it again, because those items are not supposed to be eaten by humans.

**Q-5:** A food stamp customer says she needs some money to buy diapers for her baby and offers to sell you \$10 in food stamps for \$5 cash. You should:

- \_\_\_ a. Buy the \$10 in food stamps from the customer for \$5 in cash.
- \_\_\_ b. Give the customer \$10 in cash for \$10 in food.
- \_\_\_ c. Refuse to accept the food stamps in exchange for cash. Suggest the customer call her

caseworker for emergency help.

**Q-6:** You have just totaled and bagged an order with some non-food items in it, and the customer tells you he or she is going to pay for it with food stamps. You should:

- \_\_\_ a. Let it go as a food stamp sale, because it is too much trouble to separate the items now.
- \_\_\_ b. Pull the items out of the bags and subtract the cost of the non-food items from the total, or separate the items and re-total the whole order as two separate orders — one eligible food items and the other non-eligible items. Require payment in cash for the non-food items.
- \_\_\_ c. Try to identify the non-food items from the cash register slip and from what you can see in the bags. Total these and ask for payment in cash.

### Answers:

**A-1:** Alcoholic beverages, cigarettes and other tobacco products, medicines and vitamins are

(continued on page 28)

**Congratulations to  
the Officers, Directors and Members  
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Aims and objectives of the Associated Food Dealers are  
"to improve and better the industry in which  
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the best possible products and services at the



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

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**Tom Simaan**  
Armour Food Market



**Louis Vescio**  
Vescio's Super Markets



**Harvey L. Weisberg**  
Chatham Super Markets

## FOOD STAMPS

(from page 24)

NOT food, even though they may be consumed. Therefore, they CANNOT be sold for food stamps. Also, such things as toilet paper and soap are not food and cannot be sold for food stamps even though they may be a necessity. For simplicity, any item which cannot be sold for food stamps are referred to as "non-food items."

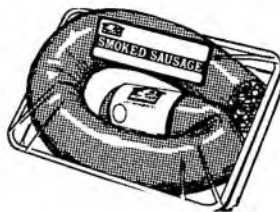
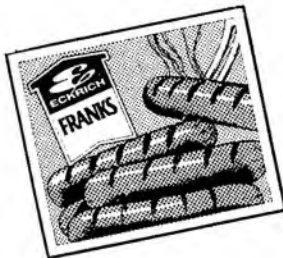
The items on the list which can be sold for food stamps are: potatoes, steak, frozen peas, milk, candy bar, asparagus, pork and beans, bananas, cookies, bubble gum, corned beef and rice.

**A-2:** "C" is correct. Refuse to accept food stamps for either item. Neither vitamins nor antacid tablets are eligible. The antacid tablets are a medicine, not a food. While vitamins are a normal part of most foods, vitamins in tablet, powder, or liquid form are considered health aids, rather than food.

**A-3:** While cold prepared foods such as sandwiches and salads that are to be taken out of the store may be sold for food stamps, "lunch counter" foods and other prepared foods that are to be eaten on the premises may NOT be sold for food stamps. This is because one of the aims of the program is to encourage participants to buy low-cost staple foods that they can prepare and eat at home. This gives them the greatest benefit from their food stamps.

"C" is correct. Sell the items for food stamps, so long as they

(continued on page 30)



**Good meat from the Heartland.**

**CONGRATULATIONS ON YOUR 65th ANNIVERSARY!  
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## FOOD STAMPS

(from page 28)

are not going to be eaten on the premises.

**A-4:** Some people eat things that are not intended for human consumption, such as pet food or laundry starch. Since such things are NOT intended for human beings to eat, you CANNOT sell them for food stamps.

"B" is correct. Refuse to sell them for food stamps because

they are NOT intended for human consumption.

**A-5:** A food stamp customer may sometimes need money for something other than food, and may ask you to exchange cash for food stamps. This is a serious violation of the rules. You must never accept food stamps for anything but eligible food.

"C" is correct. Refuse to accept the food stamps in exchange for cash. Suggest that the customer call his/her case worker

for emergency help. Most welfare agencies have ways of helping low-income people meet emergencies, so that they do not have to choose between eating and buying other necessities. In any case, no matter how serious the customer says his/her need for cash is, you are not allowed to exchange cash for the customer's food stamps.

**A-6:** If a customer does not tell you he/she will pay with food stamps before you start to total the order, and the total includes non-food items, you can re-ring the whole order on separate slips. Or, you can total either eligible or non-food items, and subtract this amount from the grand total to find the amount to be paid in cash, and the amount to be paid with food stamps.

"B" is correct. Require payment in cash for the non-food items. Make sure you do not sell any non-food items for food stamps. Remember that this would be a serious violation of the Food Stamp Act and can result in severe penalties to you and your employer, ranging up to \$10,000 fine and 5-year prison sentence, and disqualification of your store from the program.

Customers sometimes may complain about having to wait while you re-total their orders. We suggest you try to smooth things over by saying something like, "I'm sorry, I didn't know you were shopping with food stamps. Let us know next time before we start to ring up your order, and we'll be able to check you through much faster. You could help us by separating ineligible items."

**CONGRATULATIONS**  
**to the Associated Food Dealers**  
**on your 65th birthday . . .**  
**from the "Big M"**



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Chuck Batcheller, President, DAGMR

Tony Munaco, AFD President

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Installation of Officers and Directors



entertainment by the Singing Dolls

### IN APPRECIATION:

The Associated Food Dealers on behalf of our over 3,000 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

### Snacks, Cocktail Hour:

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Kar-Nut Company

Kraft, Inc.

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## What Makes It Kosher?

Although almost everyone in the food business has heard the word "Kosher," dealt with Kosher food products, and had the pleasure of sinking his teeth into a Kosher corn beef sandwich, or delighting in a Kosher pickle, few really understand the meaning of that word.

"Kosher" is a Hebrew word that means "fitting, proper." It appears only once in Scripture, in the Book of Esther (8.5), ironically in a context that has nothing to do with food. In Jewish Law, however, this is the term that is applied to comestibles that comply with the requirements of the Dietary Laws. The opposite of "Kosher" is "treif," (pronounced "traif") which means "forbidden, unacceptable."

The Bible makes it amply clear that the Creator is very deeply concerned with Dietary Laws. His first challenge to Adam and Eve in the Garden of Eden is a dietary law: not to eat a certain fruit that grew on the Tree of Knowledge of Good and Evil. Ten generations later, when the Almighty gave seven commandments to the sons of Noah, the first of these was a dietary law. Finally, when the Lord revealed the entire Law to Moses at Sinai, a considerable part of the



RABBI GOLDMAN

Law was devoted to dietary considerations. Jews, as the People of the Book, have always taken these Dietary Laws seriously, making them an integral part of the Jewish lifestyle.

As applied to meat and poultry, the word "Kosher" refers to the selection of certain species of animals and to a very strictly defined method of slaughter. Only those species identified by Scripture as suited to Jewish consumption may be eaten. Among hoofed animals, this includes members of the bovine family (beef and veal), sheep, and goat. Among fowl, predatory birds are excluded. The Kosher species include chicken, turkey, and duck.

(continued on page 36)

### DETROIT Veal & Lamb, Inc.

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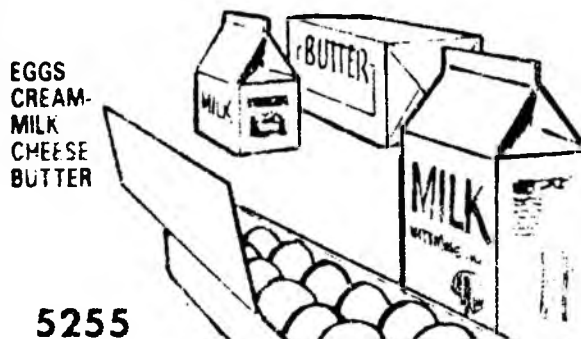
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## **KOSHER**

(from page 34)

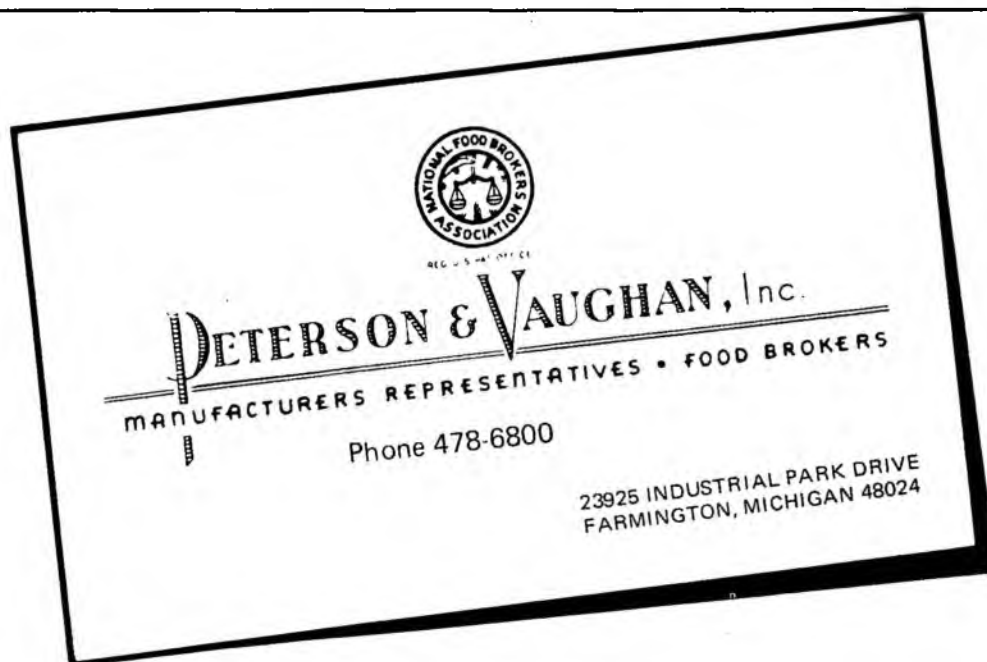
The method of slaughter seeks to accomplish two objectives: to relieve the animal of its life painlessly, and to protect the consumer of flesh against disease. The method of Kosher slaughter, developed over a period of thousands of years, accomplishes both of these goals.

Animals that live in the sea are Kosher only if they bear fins and scales. This excludes shrimp, lobster, snail, shellfish, frog, and turtle. Those species that bear the Kosher requirements have no special means of slaughter. They are simply removed from the sea and allowed to expire.

All the world's raw fruits and vegetables are Kosher. It is only the prepared foods that require special handling, and sometimes rabbinical supervision, in order for them to comply with the requirements of the Jewish Dietary Laws. There is no question that "cleanliness is next to Godliness." In order for something to be Kosher, it must be clean, but cleanliness alone won't do it! No amount of scrubbing of a piglet raised in a laboratory, under aseptic conditions, would render it fit for Jewish consumption!

Thus, cheese (and many other dairy products), wine ( and other fruit juices), baked goods, and most other prepared foods are not acceptable as Kosher, unless they have been inspected and approved by a

(continued on page 38)



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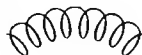
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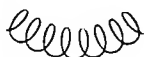
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**TOASTS the AFD**  
*on your 65th Anniversary*



## KOSHER

(from page 36)

rabbinic authority.

In the State of Michigan, the Kosher Food Law is incorporated in the Penal Code (750.297e), where it is spelled out that, in order for a product to be purveyed as Kosher, it must be "prepared or processed in accordance with orthodox Hebrew religious requirements sanctioned by a recognized orthodox rabbinical council."

In the tristate area (Michigan, Ohio and Indiana), the most active orthodox rabbinical council is the Metropolitan Kashruth Council of Michigan. Organized by Rabbi Jack Goldman, who has been active in Kosher food supervision since 1958, the Council is made up of three rabbis who provide this service to the Jewish Community, on a nonprofit basis. The other two rabbis are Rabbi Menachem M. Hirsch of Brooklyn, New York, who services the Council's companies on the eastern seaboard, and Rabbi Samuel Friedler of Richmond, Virginia, who covers the Council's clients in the southern states.

The Michigan office of the Council is located in Oak Park, at 26461 Harding Street (telephone 542-4499). Michigan companies under the supervision of the Metropolitan Kashruth Council of Michigan include dairies, bakeries, and companies that produce spices, soft drinks, whipped toppings, fruits and flavors, ice cream, snack foods, egg products, peanut butter, nut meats, and other products.

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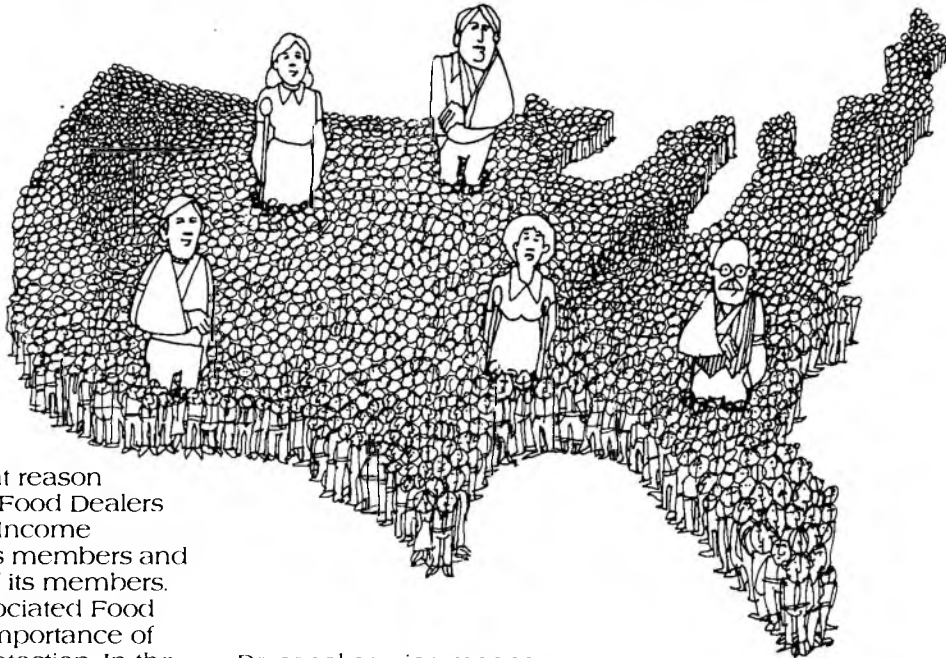
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Personal service means you can count on a trained insurance representative to design a program to meet your needs.

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\*Statistics from the National Underwriter Company

Bill O. Brink  
Suite 224  
16250 Northland Drive  
P.O. Box 1315, Northland  
Southfield, Michigan 48075  
(313) 569-2200

Robert M. Arnholdt  
Suite 304  
30500 Van Dyke Road  
Warren, Michigan 48093  
(313) 574-1600

John R. Griffin, Jr.  
Suite D  
25915 Harper Avenue  
St. Clair Shores, Michigan 48081  
(313) 774-3060



**Associated Food Dealers**  
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like you're giving, until  
all those Bonds are  
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**Congratulations to the Officers and Directors  
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"The Best In  
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## The Bottle Bill Cover-Up

The State of Michigan is now in the process of trying to pass a law to have wholesale discounting, direct buying, price advertising, and distributor against distributor, to try to lower the price of beer.

In reading the newspapers, all a person can find is one sided derogatory remarks as to how distributors and brewer's have raised prices out of proportion, to kill the bottle bill.

The State's contention was that the bottle bill would not cause beer prices to increase. Prices have gone up and with justification. In order to save face and embarrassment, they would have you believe a new law would lower prices. They would like you to think beer prices are way out of line and inflated to kill the bottle bill. That is not true, the price of a six pack of Budweiser in a convenience store in 1979 was \$2.67, in 1980 it sells for \$2.79, an increase of 12 cents or 4%.

The State controlled whiskey business by discrimination, avoided the mess by excluding themselves from the bottle bill. In 1979 a bottle of Johnny Walker sold for \$12.43, and in 1980 the same bottle

sells for \$14.15, and increase of \$1.72, or 14%. The cost of living has been stated at over 13% in 1979 at that rate beer prices are way behind.

The bottle bill has caused beer prices to increase and justifiably so. The costs to retailers handling the empties, requires added help, additional space, and deposit investments.

The distributors' increased costs are for more frequent deliveries to pick up empties, more warehouse space, more employees, added equipment such as: extra trucks, forklifts, can and bottle crushers, containers to help keep different brands sorted, packaging for return to brewery, shortages such as cases missing, bottles or cans, off brands and non-deposit containers that are redeemed.

In a recent article by Meijer Thrifty Acres, it was stated they spent 2 million dollars just to prepare for the returnables. This is not even the cost of implementation of their program.

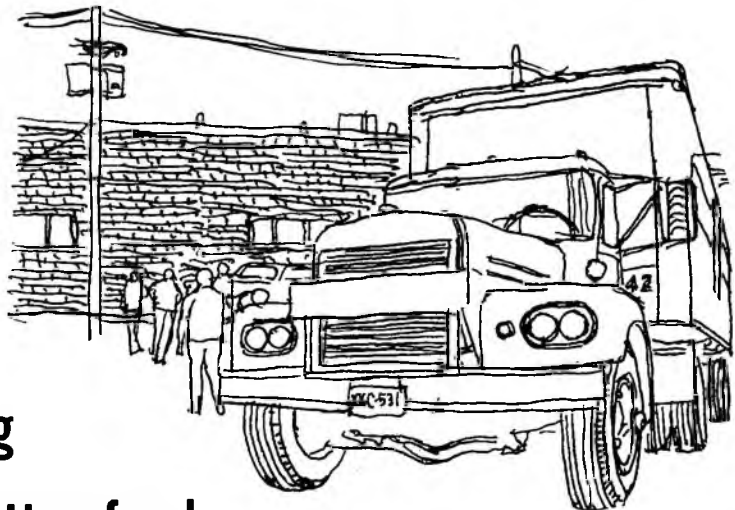
These are realistic costs and not just fictional

(continued on page 48)

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Address \_\_\_\_\_

City \_\_\_\_\_, MI Zip \_\_\_\_\_ Telephone \_\_\_\_\_

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Dearborn, Michigan

## COVER-UP

(from page 44)

costs drummed up to kill the bottle bill. Some one has to pay for these increased costs and as usual it is the consumer.

If the State succeeds in passing their new proposed law the results would be damaging to small business.

It would hurt the small stores, bars and off brand beverage distributors. The Ma and Pa stores and bars could not buy in large quantities, therefore could not compete with the chain stores forcing them out of business. Off brand distributors would suffer, because who would buy large quantities of slow moving brands? The result is less selection, loss of employment, and dominance by major brands. The little guy gets hurt again and could cause you to drive 5 miles to a chain store for a six pack.

The trash on the highways and parks is less, because it is in the back room of every store. The stores are doing a great job in handling the empties, but it amazes me to know that you can't have insect spray next to pet food as it might contaminate your pet, but you can have cockroaches, bugs and smelly germ infested empties in back rooms where produce, bakery goods, meats, and fruits are stored or passed through in their delivery. The State inspections have over looked this. People and their children have to eat these foods. Maybe your pet and

(continued on page 50)

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Warmest Congratulations to the Associated Food  
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NU-AD offers super service to over  
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One million circulars printed weekly!

## Bonding Requirements for SDD and SDM Licensees No Longer Required

As the Associated Food Dealers reported to our membership earlier, and following numerous calls to the AFD office on this subject, we wish to reiterate the following information. Laws requiring surety bonds for SDD and SDM licensees are no longer required, since the state laws were amended late last year. The actual date the amendment went into effect was December 29, 1980. Therefore, the State and the Liquor Control Commission do not require bonds any longer (except for a special license). Therefore, you should notify your insurance agent of this, and cancel the bonding requirement related to P.A. 351 or 1980, Section 436.22. check also to see if a refund may be due you. **Note: The bond cancellation has nothing to do with the need to carry liability insurance. They are two separate items.**

## COVER-UP

(from page 48)

the bottle bill is more important.

The fact that beer sales in Michigan are down has caused a great loss in tax revenue from the sale of beer. The high tax and the bottle bill has caused people near the State boundary to drive out of State for their beer purchases, while inner State residents buy less because of the inconvenience of returnables.

The State's contention is that the proposed new law is to help lower prices for the consumer. In truth it is to gain back their loss of tax money, save face and cover up their promise that the bottle bill would not add cost to the customer.

The new law proposal is to hide the effects of the last one. How many more laws will be required to cover up the new proposed law?

Thanks to the many legislators who foresee the outcome and are fighting to keep this proposal from becoming law.

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Believe it or not, supplies like paper bags and shopping carts each account for more than a penny out of each food dollar, or about five percent of the total cost of operating the store.

Why are supplies so impor-

## **Grocery Bags and Run-Away Shopping Carts**

tant in the supermarket cost picture? Bags and shopping carts are

two big factors and the most frustrating to deal with when trying to hold down costs.

Grocery bags are as basic to the efficient functioning of the modern supermarket as anything in the store, including the checkstand and the shopping cart. Reuse of bags is an obvious way to cut bagging costs. But health regulations in most places prohibit re-use except for packing the grocery order of the customer who returns the bags. Efforts to economize by using lighter-weight bags frequently result in angry customers when split bags spill milk or egg cartons.

Shopping carts — that other essential item — have jumped in cost from \$27 in 1972, to \$45 in 1976, and over \$75 in 1981. This is one area where customers can help control costs because shopping cart pilferage is a big item. Typical supermarkets lose 12 carts per year, and city store may find losses running as high as 100 to 150 a year. Returning wandering shopping carts can be a step toward controlling inflation.

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the Associated Food Dealers  
on your 65<sup>TH</sup>  
Anniversary.**

"We'll drink to that"

**Vernors®**

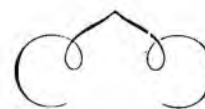
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Kalamazoo . . . . .	343-5767	Saginaw . . . . .	754-3151
Lansing . . . . .	393-2524	Toledo . . . . .	241-5861
Metro-West . . . . .	729-3120	Traverse City . . . . .	941-0134
Monroe . . . . .	242-3600	Troy . . . . .	585-8000

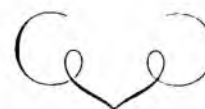


**CONGRATULATIONS  
TO THE ASSOCIATED FOOD DEALERS  
ON YOUR  
65th ANNIVERSARY**



General Mills

**GENERAL MILLS, INC.**  
24700 Northwestern Highway,  
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**J & J WHOLESALE, INC.** 7070 E. TEN MILE ROAD  
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**SERVING THE RETAIL TRADE**  
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from Ludington**



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## Best Wishes & Congratulations



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

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

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Livonia, Michigan 48152  
Phone (313) 474-2000

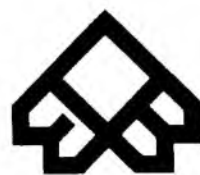
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Saginaw . . Grand Rapids . . Toledo

## Three New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food and beverage association and service organization, representing over 3,000 members, wishes to welcome aboard new supplier members to the association. Their names, addresses and phone numbers are as follows:

**METRO PACKING COMPANY**, meat distributors, 1816 E. Division, Detroit, Mich. 48207; phone (313) 259-8872.

**LIVERNOS-DAVISON FLORIST**, florist, 13517 Livernois, Detroit, Mich. 48238; phone (313) 933-0081.

**DR. ROBERT RIZK ASSOCIATES**, dental practice, 50 W. Big Beaver, Birmingham, Mich. 48008; phone (313) 647-5434.

These new members, and all AFD supplier and service company members, and advertisers, deserve your support and patronage. Please refer to the AFD Suppliers' Directory shown here often. For convenience sake, post near your phone. To keep up to date, use the Directory from each new issue of The Food Dealer magazine.

## CENTRAL GROCERY CO., INC.

G-3367 CORUNNA ROAD • FLINT, MICHIGAN 48504

Phone (313) 235-0605

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BEST WISHES TO AFD  
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## • ASSOCIATIONS

American Lamb Council ..... 592-1127

## • BAKERIES

Archway Cookies ..... 532-2427  
 Awrey Bakeries ..... 522-1100  
 Farm Crest Bakeries ..... 554-1490  
 Grennan Cook Book Cakes ..... 896-3400  
 Grocers Baking Co. (Oven Fresh) ..... 537-2747  
 Independent Biscuit Company ..... 584-1110  
 Koeplinger's Bakery, Inc. .... 967-2020  
 Fred Sanders Company ..... 868-5700  
 Schafer Bakeries ..... (517) 386-1610  
 Taystee Bread ..... 896-3400  
 Wonder Bread ..... 963-2330

## • BEVERAGES

Action Distributing Company ..... 591-3232  
 Anheuser-Busch, Inc. .... 642-5888  
 Bellino's Quality Beverages ..... 675-9566  
 Canada Dry Corporation ..... 937-3500  
 Harvey W. Ewald & Assoc. .... 527-1654  
 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  
 Heath Wine & Spirits ..... 382-2334  
 G. Heileman Brewing Co. .... 941-0810  
 Home Juice Company ..... 925-9070  
 Hubert Distributors, Inc. .... 858-2340  
 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. .... 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 ..... 883-1600  
 Hiram Walkers, Inc. .... 851-4800  
 Warner Vineyards ..... (616) 657-3165  
 Wayne Distributing Co. .... 427-4400  
 Vic Wertz Distributing Company ..... 293-8282  
 E.J. Wieferman Co. .... 521-8847

## • 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 ..... 525-1120  
 Embassy Distributing ..... 352-4243  
 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  
 McMahon & McDonald ..... 477-7182  
 Marks & Goergens, Inc. .... 354-1600  
 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 ..... 882-0695  
 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  
 Mort Weisman Associates ..... 557-1350

## • 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

## • 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  
 Major's Dairy Company ..... 861-7050  
 Stroh's Ice Cream ..... 961-5843  
 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

## • DENTISTS

Dr. Robert Rizk Associates ..... 647-5434

## • EGGS & POULTRY

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

## • FISH & SEAFOOD

United Fish Distributors ..... 962-6355

## • FLORISTS

Livernols-Davison Florist ..... 933-0081

## • FRESH PRODUCE

Cusumano Bros. Produce Company ..... 921-7100  
 Tony Serra & Sons Produce ..... 758-0791  
 Faro Vitale & Sons ..... 393-2200

## • ICE PRODUCTS

Midwest Ice Corp. .... 868-8800

## • 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  
 Delta Dental of Michigan ..... 559-8850  
 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  
 Kellogg Sales Co. .... 855-1060  
 Kraft Foods ..... 261-2800  
 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

## • MEAT PRODUCERS, PACKERS

Ed Barnes Provisions ..... 567-7337  
 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  
 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  
 Ruoff, Eugene Company ..... 963-2430  
 Weeks & Sons (Richmond) ..... 727-3535  
 Winter Sausage Manufacturers ..... 777-9080  
 Wolverine Packing Company ..... 965-0153

## • MEDIA

The Daily Tribune, Royal Oak ..... 541-3000  
 Detroit Free 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

Amoco Oil Company (Standard) ..... 275-5500  
 Big Rapids Distributing Co. .... 259-1888  
 Cleanway Products ..... 834-8400  
 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

## • POTATO CHIPS AND NUTS

Bachman Foods ..... 756-0150  
 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  
 Stanley's Adv. & Distributing Company ..... 961-7177

## • REAL ESTATE

O'Riley Realty & Investments ..... 689-8844  
 Realbus ..... 569-3000

## • RENDERERS

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

## • SERVICES

American Express Company ..... 624-3539  
 Atlantic Saw Service Co. .... (800) 631-7650  
 Bassett Travel Service ..... 559-8703  
 Comp-U Check ..... 569-1448  
 Consumer Money Order Corp. .... 388-8969  
 Gulliver's Travel Company ..... 567-2500  
 Merit Sales Corporation ..... 569-3634  
 Print-Guard Thumbprints ..... 343-0222  
 Swiss-Clean, Inc. (Taski) ..... 348-6100

## • SPICES AND EXTRACTS

Rafal Spice Company ..... 962-6473

## • STORE SUPPLIES AND EQUIPMENT

Aimor Corporation ..... 399-3320  
 Belmont Paper & Bag Co. .... 491-6550  
 Black Jack Iron Works ..... 893-7677  
 Burton Refrigeration ..... 892-0277  
 Environmental Chemicals ..... 881-6250  
 Globe Slicing Company (Biro) ..... 545-1855  
 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  
 Sales Control Systems, Inc. .... 356-0700  
 Toledo Scale Company ..... 588-4410

## • WHOLESALERS, FOOD DISTRIBUTORS

Associated Grocers of Mich. .... (517) 694-3923  
 Bay City Milling & Grocer Co. .... (517) 694-3923  
 Central Grocery Company ..... (1) 235-0605  
 Grosse Pointe Quality Foods ..... 397-1200  
 Hesano & Sons ..... 864-6622  
 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  
 Nydco, Inc. .... 842-7071  
 Rainbow Ethnic & Specialty Foods ..... 345-3858  
 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  
 Abner Wolf, Inc. .... 525-7000

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## Advertisers' Index

	Page
American Bakeries	40
American Express Co.	47
American Food Associates	38
Anheuser-Bush, Inc.	13
Associated Grocers — Mich.	44
Awrey Bakeries	14
B & B Beauty Products	18
Borden Company	4
Central Grocery Co.	60
Clabber Girl	24
Coca-Cola Bottlers of Detroit	63
D.B.D., Inc.	46
Darling & Company	48
Tom Davis & Sons Dairy	34
Detroit Bank & Trust	48
Detroit City Dairy	59
Detroit Food Brokers Assn.	20
Detroit Rendering Co.	40
Detroit Veal & Lamb	34
Eastern Poultry Co.	50
Peter Eckrich & Sons	28
Everfresh Juice Co.	5
Harvey Ewald & Assoc.	28
Fontana Foods	62
Frito-Lay, Inc.	12
General Foods	9
General Mills	56
General Wine & Liquor	31
Grocers Baking Co.	50
Guzzardo Wholesale Meats	42
G. Heileman Brewing Co.	17
Hobart Corporation	54
Independent Biscuit Co.	24
Paul Inman Associates	19
International Sausage Co.	42
Interstate Marketing Corp.	16
J & J Wholesale Tobacco	56
Kowalski Sausage Co.	58
Liberty Paper & Bag	51
Harold M. Lincoln Co.	12
Ludington News Co.	57
Marks & Goergens, Inc.	60
McMahon & McDonald	30
Melody Farms Dairy	15
Merit Sales/Reynolds Corp.	40
Michigan HMO Plans	45
Michigan Lottery	52
Miller Brewing Company	38
Mohawk Liqueur Corp.	22
Mutual of Omaha	41
Nabisco, Inc.	20
New Era Potato Chips	52
Nu-Method Pest Control	36
Orleans International	54
Pepsi-Cola Bottling Group	2 & 64
Peschke Packing Co.	37
Peterson & Vaughan	36
Prince Macaroni of Mich.	46
Print-Gard Systems	58
Procter & Gamble	11
Regal Packing Company	29
Rose Exterminating Co.	56
Fred Sanders Company	39
George Shamie Jr., CPA, P.C.	59
Spartan Stores, Inc.	10
Stephen's Nu-Ad	49
Stroh Brewery Company	7
Stroh's Ice Cream	62
Super Food Services, Inc.	52
Swiss Clean, Inc. (Taski)	35
H.J. Van Hollenbeck Dist., Inc.	21
Vernor's, Inc.	55
Hiram Walker Company	43
Warner Vineyards	53
Warren Bank	46
Wayne Oakland Bank	59
Wayne Soap Company	22
Washington Inventory Service	58
Ira Wilson & Sons Dairy	25
Abner A. Wolf, Inc.	23
Wolverine Packing Company	51



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