



# THE FOOD DEALER

*"The Magazine for the Michigan Grocery and Beverage Market"*

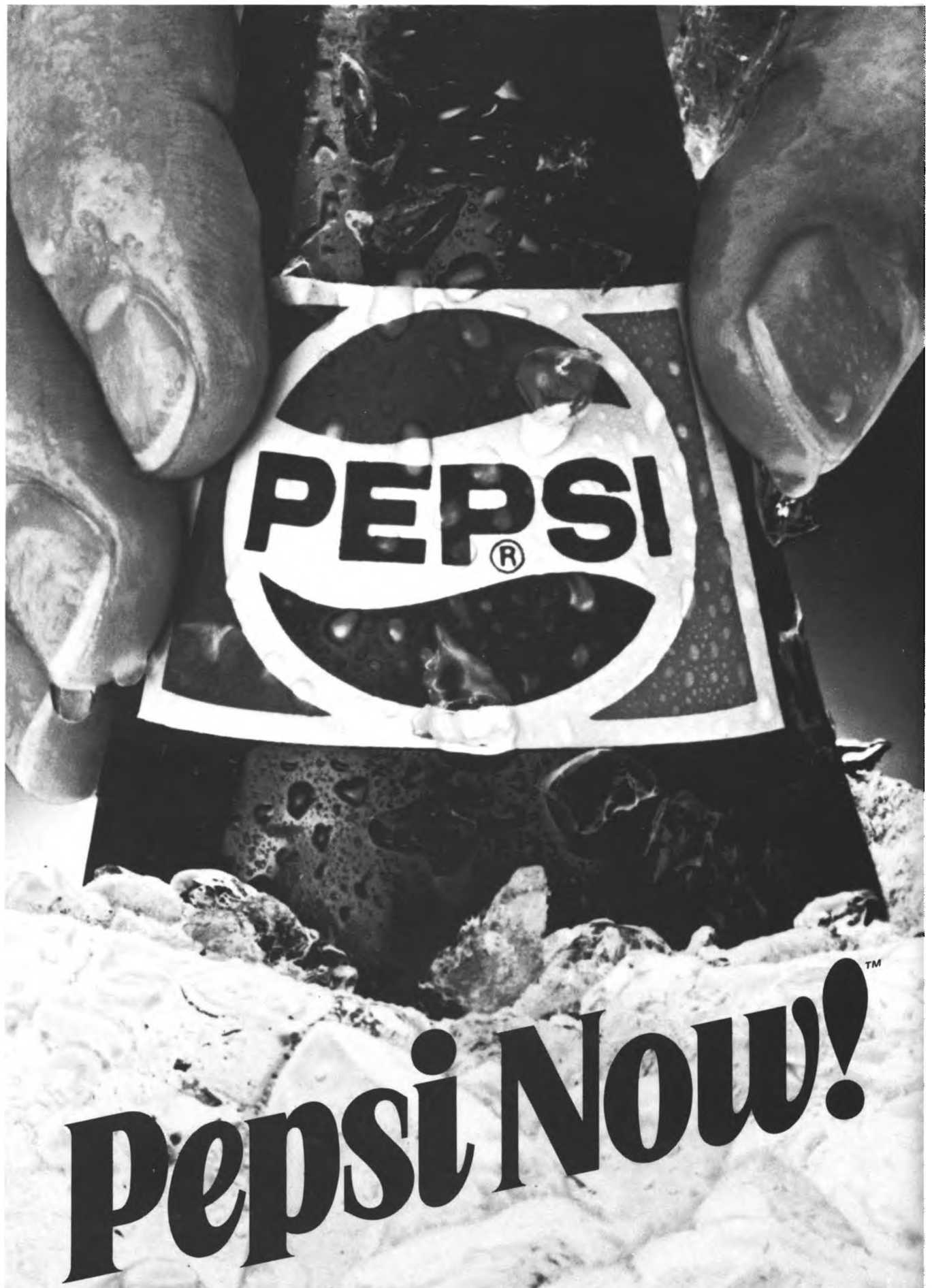
FALL 1984 ISSUE

SOUVENIR ISSUE

# EXPO

ASSOCIATED FOOD DEALERS  
FIRST ANNUAL  
MICHIGAN FOOD & BEVERAGE  
EXPOSITION

PROGRAM: PAGES 24 & 25



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# THE FOOD DEALER

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## Some Little Known Facts About Social Security

Social Security comprises about 25 percent of the federal budget.

When Social Security was established it paid only retirement benefits for workers, today it pays 21 general types of benefits.

In 1935, Social Security was anticipated to steadily grow in expenditures to about \$1.3 billion; actual 1980 outlays were \$149 billion.

In the next 4 years, Social Security will spend an amount roughly equal to the amount it spent from 1935 to 1981.

In 1950, 16 workers supported each Social Security beneficiary; today only three workers support each beneficiary.

Between 1950 and 1980, wages rose 490 percent, income taxes rose 594 percent, and Social Security taxes rose 2,011 percent.

A worker who retired in 1970 paid no more than \$3,765 in lifetime SS taxes, one who retires today would have paid as much as \$19,328; one who retires in 1990 will have paid as much as \$43,000.

Since 1977, maximum annual Social Security taxes paid by an individual have increased from \$965 to \$2,392 — an increase of almost 150 percent.

A 20-year old today, who works until retirement at 65 at an average salary can expect to pay Social Security taxes of at least \$335,000.



# The new Stroh: WE'RE READY.

Ready to grow. With you. With unique merchandising ideas, wide product variety, a commitment to retailer service, a national base for expansion.

## Already in the "Top Three."

Stroh, Schlitz, Schaefer . . . 15 brands in all . . . strong and expanding in all the beer categories.

## Already national.

One of only three brewers selling national brands. Wherever you are, we're already there.

## Already #1 in Populars.

Old Milwaukee leads this growth category which already accounts for about 20% of industry volume. And there are seven other Stroh Populars.

## Already strong in Premiums, Premium Lights and Supers.

We're there and ready: Stroh's, Stroh Light, Schlitz, Schlitz Light, Erlanger, Signature.

## Already #1 in Malt Liquors.

Schlitz Malt Liquor leads the herd with 18 consecutive years of sales growth. A profitable category, already larger than imports.

## All ready with ideas; committed to service.

Merchandising ideas selling more than beer . . . from people who know beer and more . . . people who listen and deliver.



**THE STROH BREWERY COMPANY**  
Detroit, MI 48226

National Retail  
Sales Department  
Bill Hayes, Director  
(313) 446-2025



©1983. The Stroh Brewery Co., Detroit, MI

ACCORDING TO FMI:

# Shoplifting Losses Almost As High As Industry Profits

A couple of statistics bring the importance of loss prevention into focus:

- Shoplifters accounted for about \$1.6 billion in products lost by U.S. supermarkets in 1982, according to Commercial Service Systems, a California security firm that has tracked shoplifting trends for 20 years.

- U.S. supermarkets netted roughly \$2.77 billion before taxes in 1982, according to industry data.

In other words, shoplifting losses are almost as high as industry profits. These statistics explain the basis for an emerging specialty in the food distribution industry: loss prevention. FMI recently examined this specialty in a survey of 142 supermarket firms. The survey report, "Loss Prevention in the Supermarket," was published this April.

The survey paints a many-colored picture of loss prevention practices in the industry. But there was little disagreement over the principal kind of losses needing prevention: theft.

Thieves account for more than six out of every ten dollars in products that the survey respondents lose. Bad checks, equipment breakdowns and customer damage to products each account for about another dollar out of every ten. Focusing on the theft losses, the survey suggests that internal theft accounts for 48 percent of the losses incurred by the companies surveyed and shoplifting, 32 percent.

Supermarket vendors account for 18 percent of the theft losses by the respondents. Typically, this type of theft takes the form of a delivery truck delivering fewer cases than the order sheet indicates.

To detect theft, more than three-quarters of the

respondents use mystery shoppers in at least some of their stores, and over half use them in all their stores. Professional shoppers "can assist management in discovering cashiers who (either) fail to ring or under-ring merchandise," according to FMI's *Supermarket Security Manual*. "Professional shoppers will pay particular attention to how the cash register is operated."

After leaving the store, the professional shopper will check the receipt against the items purchased to discover errors in ringing. The merchandise is usually returned to inventory through a refund.

Almost two-thirds of the respondents use detectives in some of their stores and four in 10 use them in all their stores.

"An officer can represent the store in court, often relieving the store manager of a court appearance," the manual says. "And most courts will react more favorably toward the store when the shoplifting case has been developed by an experienced law officer."

In addition, you might receive some assistance from the local police. "Many areas have law officers who are available on a part-time basis to work on a shoplifting detection detail in a supermarket," according to the manual.

The survey revealed less agreement over the use of guards, both in-house and those provided by contract security firms. Only about one-third of the respondents use any in-house guards, and slightly over half use some contract security guards. Supermarket companies with 10 or fewer stores reported negligible use of either type of guard.

## Guzzardo Wholesale Meats

FINE MEAT PURVEYORS SERVING THE FOOD INDUSTRY

SERVING SOUTHEASTERN MICHIGAN FOR OVER 35 YEARS. PROVIDING RESTAURANTS, HOTELS, INSTITUTIONS, STEAMSHIPS AND AIRLINES WITH THE HIGHEST QUALITY MEATS AVAILABLE. ALL MEATS ARE HAND SELECTED AND ALWAYS CUT TO YOUR SPECIFICATIONS. DRY AGING AND PORTION CONTROL IS OUR SPECIALTY. WE ALSO CARRY FINE LINES OF POULTRY AND SEAFOODS.

2888 Riopelle  
Detroit, Michigan 48207

EASTERN MARKET

(313) 833-3555

# Off The Deeb End

**EDWARD DEEB**  
AFD Executive Director



## AFD'S FIRST EXPOSITION OFF TO GREAT START

For several years, numerous members of AFD, both suppliers and retailers, have questioned why a major food and beverage exposition involving the total retail food distribution industry on a statewide basis is not being held each year.

Those who can remember, will recall the last such major exposition or convention to be held in Detroit was in 1964 when NARGUS held its national convention and expo in the Motor City.

Our Expo gives food and beverage suppliers, manufacturers, wholesalers and brokers the opportunity to display their wares and services to their important retail customers.

It also gives retailers a chance to mingle and communicate with both existing and new suppliers to learn what's going on in the industry and whether or not they should stock a new item or subscribe to a new service.

Since we are all part of the same marketing team, and because there are fewer calls being made on retailers, particularly the independents, our expo is an ideal opportunity for suppliers and retailers to get together to "do business."

In addition there will be interesting educational and informational seminars that will provide you with up-to-date facts from experts on the timely topics of interest.

Putting on this our first Exposition has been an exciting thing. We know over the year we will make these expositions better and bigger than ever. Most everyone agrees that such an expo was really needed and long overdue.

Please make it a point to join us at our exposition. The entire industry is invited to attend.

Do you know anybody  
who SHOULD be an AFD member, but isn't?  
TALK TO HIM!

# 4 GOOD REASONS TO HANDLE **Kar's**...



## TASTY FRESH NUTS

Kar Nut Products has been delivering "guaranteed" freshness for over 45 years. Their wide variety of nutritious nuts in colorful, appetite-appealing packaging (jars, cans and poly bags), attracts customers for a high turnover of product and increased profits!

Kar's offers quick delivery on initial orders or reorders to maintain an attractive, variety choice for customers, and a Kar's representative will help you select a product mix and display that is just right for you. Contact Kar's today for additional information and full-color brochure.

**KAR NUT PRODUCTS CO., 1525 WANDA, FERNDALE, MICHIGAN 48220 PHONE: (313) 541-7870**

## **Chairman's Message**

**LARRY JOSEPH**  
AFD Chairman



### **AFD APPLAUDS MLCC MOVE TO PROHIBIT ISSUANCE OF LICENSES TO GAS STATIONS**

Recently, the Michigan Liquor Control Commission has ruled to prohibit the issuing of off-premise SDD (liquor) and SDM (beer and wine) licenses to establishments that operate gasoline pumps, except in small villages with populations of less than 3,000.

The MLCC Commissioners voted unanimously to pass the amendments and the changes have been submitted to the Legislature's Joint Committee on Administrative Rules for formal approval. This basically is the same rule which has been used by the Commission for years, but which contained a loophole which applied only to licensees but not to non-licensees, based upon a court ruling.

Since this ran counter to MLCC aims, which permitted gas stations and others to sell beer and wine only in small villages which generally had to depend on only one outlet. The formal change will not affect any existing operations with gas pumps however.

Associated Food Dealers, the state's largest food and beverage association, with 95 percent of our retail members having beer and wine licenses . . . and over 750 of our retail members with liquor licenses, applauds the MLCC decision as a stop in the right direction, since we have always felt that alcohol and gasoline do not mix.

For several years now, AFD has strongly opposed gasoline stations receiving licenses to sell beer, wine and/or liquor. We also have felt that small businesses, which most licensees are, do not have the funds to compete with the giant oil companies who run the gas stations and who wish to sell alcoholic beverages in them.

Coupled with the devastating returnable beverage container law, which is costing our industry in excess of \$300 million a year to comply with, we feel the MLCC decision was not only right and proper, but fair as well. The Commission is to be commended for having the courage to take the action it did.

At the same time, we feel this is another victory for AFD and our over 3,500 members and their 43,000 employees which will assure stability of our industry.

We of AFD thank the Commissioner and urge the Legislature to approve the formal change. We also thank our legislative consultants James Karoub Associates for all their assistance in this matter.

In the end, justice does indeed prevail.



# YOU COULDN'T PICK A BETTER CARD.

Only Blue Cross and  
Blue Shield offers  
all these advantages.

- The I.D. card is recognized everywhere.
- Choose your own doctor from 10,000 participating Michigan doctors.
- No cash deposits are required for covered services with participating physicians, hospitals and other providers.
- In case of emergency, your I.D. card does all the talking.
- A statewide network of Blue Cross and Blue Shield offices are ready to serve members.



  **Blue Cross  
Blue Shield**  
of Michigan

  
EFFECTIVE DATE OF  
CURRENT COVERAGE  
01 01 83

SUBSCRIBER NAME

**VALUED CUSTOMER**

GROUP NO. SERVICE CODE  
94000 1270 7007 3260

CONTRACT NUMBER  
365 036 429 0 210

BLUE CROSS BLUE SHIELD BC • BS  
RC PLAN CODE

BLUE CROSS OF MICHIGAN (210) BLUE SHIELD OF MICHIGAN (710) DETROIT, MICH 48226

## CAN YOU REALLY AFFORD ANYTHING LESS?



**Blue Cross  
Blue Shield**  
of Michigan

# Television Advertising Will Be Important In Food Retailer's Future

By **Dick O'Donnell**, Vice-President, Detroit Television Bureau of Advertising

For knowledgeable food store and supermarket operators, television advertising today plays an important role in their marketing programs. By the early 1990's, this broadcast medium will have a dominant role for chains as well as the independent store.

To support this prediction, one should compare the present situation with the marketing patterns of just a decade ago to trace the evolution under way, learn more about the electronic technologies already developed that will begin to affect the second half of the 80's, and look at information showing how "media synergism" works. Media synergism — the combination of television and direct marketing — can produce sales results for a food store or supermarket that are greater than either could produce separately.

Food store advertising in the early 70's was largely concentrated in newspapers-ROP price and item listings. Television advertising then was only a small portion of budgets.

Preprints today — whether used as newspaper inserts, mailers, or distributed directly — have emerged as a major factor, growing three-fold in volume in the past ten years. Similarly, as grocers have learned how to use radio and television effectively and efficiently, television advertising for food stores and supermarkets has increased four-fold. ROP ads in newspapers have been the loser.

Television reaches nearly 90% of all adults daily in the Detroit market, while in 1983, the average household viewed TV on an average of seven hours and two minutes each day (Nielsen). Ted Bates Advertising (New York) data also shows that the cost of spot TV increased only 17% between 1980 and 1983.

In the current media mix, stores find television makes the print work harder. A 1984 study conducted by GMA Research Corporation for the Television Bureau of Advertising shows:

- Combining television and preprints can increase the response by 95% and decrease the cost of acquiring a response by 41%
- Direct mail can do 20-50% better under the umbrella of television
- People who don't read newspapers are reached by television and it helps to motivate them to look at the newspaper

Among those surveyed, the study indicated, of the 33% who read an insert in the past seven days, 62% watched weekday television the day before for three hours; and of the two-thirds who don't read inserts, 60% also spent approximately three hours the

day before watching weekday television.

Clearly, television makes a synergistic difference in a mixed media approach to retail advertising because it builds on the current reach of print. With the greater number of television stations available today, stores large and small may be served by the medium.

The pattern will evolve further in the years ahead. Low-power television stations will provide access to the medium for independent and small food stores throughout the country, and Teletext will enable over-the-air television stations to provide extensive price and item information to the viewer, in addition to employing the regular signal for an institutional message on the qualities of the store.

In this *over-the-air* system, the electronic interval between the transmission of each scanned picture is used to transmit other information which can be recalled by the viewer at the press of a button. *Stills* of weather data, sports results, news headlines, stock price OR listings of many grocery store/supermarket price and item specials could be made available to the viewer. Such information could be changed during the day and with the flexibility possible, permit stores to include listings within hours, rather than the days or weeks needed for preprints.

Teletext listings also could make possible local station price and item information for a store in conjunction with commercials of national advertisers of food and food products, paper goods, and all the other products carried. Widely tested, Teletext is at the starting gate, with final standards to be set by the FCC for adapters, or the manufacture of sets incorporating the necessary equipment.

Not to be overlooked in the developing trends, and most important to all food stores are co-op dollars, available from manufacturers, which can extend the advertising budget of the food store by a substantial amount. Most large manufacturers supplying food stores use television heavily, and local advertising by the retailer, who knows his market best, can reinforce the national efforts. While vendor-developed co-op plans are traditional, programs generated by the retailer to fashion their own campaign also are growing.

If you would like additional information about television and how it can help your business, please call the Television Bureau of Advertising at (313) 649-6688, or your local television station account executive.

# ONE MILLION INVESTED IN ADVERTISING THIS YEAR!

**our total commitment to the  
supermarket adds up**

Our total commitment includes strong and consistent advertising support for our retailer-members. This year we will return over half a million dollars to members in the form of advertising allowances. We have invested almost half a million in television using Ol' Buddy Ernest to increase Country Fresh brand awareness.

And, we maintain a substantial budget for member communication. It all adds up to a million dollars invested in success!

**Interested in a competitive program that is committed to the supermarket? Call Jack Carroll or Ted Guthrie at 1-800-632-9300.**

**"It pays to know who  
your real friends are...  
know what we mean?"**



**2555 Buchanan Avenue, SW, Grand Rapids, Michigan 49508**

# Baked goods buying families love variety

We give them — and all of your customers — 85 varieties of fresh baked goods to choose from every week. This vast variety brings them back again, and again, and again.



**SIGN OF GOOD TASTE**

12301 Farmington Road • Livonia 48150  
Phone (313) 522-1100

**MOE MARENTETTE, MANAGER  
HOME SERVICE DIVISION**

## Savings Bonds Are Staging A Comeback

Like a pugilist returning to the ring after a long hiatus and knocking out an opponent, United States Savings Bonds have fought hard and staged a remarkable comeback in the financial arena.

The resurgence of bonds can be attributed, by and large, to the market-based variable interest formula. Under this formula, all Series EE Savings Bonds held at least five years earn 85 percent of the average market yield on five year Treasury securities, compounded semiannually. New bonds held less than five years earn interest on a fixed, graduated scale, as in the past.

With market-based interest, bond owners enjoy higher rates when the market is up, with no limit on how high the rates can go. Savings Bonds held five years or longer have the added protection of a guaranteed minimum return of 7.5 percent, even if market averages fall below that amount.

The payroll savings plan allows you to set aside money from each paycheck to buy bonds. You decide the amount, fill out an authorization card and the bond is issued when the purchase price is met. It's that simple.

Since the introduction of a market-based interest system in November 1982, bond sales have increased sharply and redemptions abated. Under this system, Series EE Bonds held five years or longer earn 85 percent of the average return on five-year Treasury securities during the holding period. Older Series E and EE Bonds and U.S. Savings Notes also receive the market-based rate if they are held until November 1987. The interest rate for Series EE Bonds purchased between May 1, 1984 and October 31, 1984 is 9.95 percent. The Treasury Department computes the market-based rate each May and November. Since the variable rate system was introduced, the average interest rate offered on bonds has been 9.77 percent.

And the benefits are terrific. Interest on bonds is exempt from state and local income tax, and federal income tax may be deferred until bonds are redeemed or reach final maturity. These tax breaks result in taxable equivalent yields substantially higher than the announced interest rate. The precise benefit depends on how long a bond is held and the tax bracket of the bond holder during the holding period and at redemption.

Savings Bonds also offer tax advantages that allow you to shift a portion of your child's college costs to Uncle Sam. Simply buy bonds in your child's name with you as beneficiary rather than co-owner. The first year, file a tax return in the child's name listing bond interest as income. This establishes intent, and no further returns need be filed unless the child's income in any one year exceeds the \$1,000 limitation established by the Internal Revenue Service. When the child wishes to redeem the bonds for college, or any other reason, there is no tax liability.



# **Bureau of State Lottery Salutes and Thanks The Associated Food Dealers**

Last year, a record setting, \$548 million worth of Michigan Lottery Tickets were sold, generating \$221 million in net revenue for the State School Aid Fund.

The more than 7,000 Lottery Agents earned nearly \$35 million in commissions.

This year should be even better with the introduction of Lotto, the game that can pay off multi-million dollar jackpots.



**The Michigan Lottery and its agents;  
A winning combination.**

When you play the Lottery . . . education wins.

# AFD Members Got Valuable Advice At Crime Prevention Seminar

Over 300 members of the Associated Food Dealers (AFD) received valuable crime prevention tips at a special crime prevention seminar held for retail members and vendor drivers at the Southfield Manor, recently.

The seminar, sponsored by AFD, the Iraqi-American Graduates Association, the Detroit Police Department and the newly formed Ethnic Community Response Network, featured a panel of speakers discussing how grocers can avoid crime and what to do when a crime occurs.

Richard Nixon of the Crime Prevention Section of the Detroit Police Department gave valuable crime prevention tips, including providing adequate outside and inside lighting, giving employees security assignments for closing the store and being certain that rear doors are locked when not in use.

In the event of a robbery, Nixon said the most important thing to remember is not to try to be a "hero." He also offered the following advice during and after a robbery:

- Don't try to talk the robber out of robbing the store.
- Don't stare at him.
- Do exactly as you are asked to do by the robber.
- After he leaves, write down a description of him, starting from the top of his head down.
- Do not keep large amounts of money in the register.
- Keep your hands in sight.
- Don't talk.
- Don't get into his car.
- Be cooperative.
- Notify police immediately after the robbery.

Edward Deeb, executive director of AFD, talked about the need for cooperation with neighborhood residents and the police department to curb crime. "Crime prevention is a cooperative effort," said Deeb.

Robert Jones, project director of the Ethnic Community Response Network, said the most important thing to remember is to "keep cool and level-headed" under all circumstances.

"I know how difficult it is to watch someone taking what is yours, but it's just not worth the risk," said Jones. He also advised grocers to handle shoplifters with care by dealing with them out of view of customers after they have been caught shoplifting. "Let the police handle the problem," he advised.

Jerry Yono, AFD past chairman and current board member and owner of the Detroit Food and Drug Center, warned grocers that "a few moments of uncontrolled anger can cause unnecessary death," and said that grocers should be careful about what they say to someone robbing their store.

Deputy Police Chief James Bannon praised the efforts of the AFD and the Concerned Citizens Council for "working together to build a harmonious relationship between grocers and neighboring residents." "The Ethnic Community Response Unit which the police department has formed will go a long way toward stopping violence before it becomes a serious problem and too hot to handle," said Bannon.

Other panelists included Ismat Karmo and Nahil Antone of the Iraqi-American Graduates Association. A question and answer session followed the presentation by the panelists.

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## Burglary Prevention Tips

Eighty percent of all persons arrested for burglary are repeat offenders. It is a simple statement of fact that the majority of retail businesses are easy targets for burglars. Only about 18 percent of all burglaries are cleared or solved by arrests.

All points of entry to the store must be protected. Doors should fit tightly in their jambs. A gap of even one-quarter of an inch between the door and jamb may give the burglar enough space to insert a steel bar or hydraulic jack to spring the lock bolt.

Emergency exit doors are often the weakest link in the perimeter security system. The locking devices on emergency doors should be checked regularly to make sure they are working properly. All store keys should be stamped "Do Not Duplicate." Don't identify keys, except with a code. Never identify names and location.

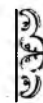
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## WHY FUSS WITH COUPONS WHEN THE AFD COUPON REDEMPTION CENTER CAN DO THE JOB FOR YOU?

Mail your coupons or drop them off at:



**Associated Food Dealers**  
125 W. Eight Mile Road  
Detroit, Michigan 48203





**Light**



**G. Heileman Brewing Company  
Says Yes to Michigan**  
America's Leading Full Line Brewer

# Your Old Scale May Be Cutting Your Profits

If you're still using an old mechanical scale, you could be losing many dollars a year in giveaways. Now may be the time to consider replacing that mechanical scale with a new, accurate digital scale, according to

the Toledo Scale Corporation.

Most salespeople tend to err on the side of the customer, so you are probably giving money away by using a mechanical scale. Those fraction-of-an-ounce giveaways can

eat into your profit.

Operators are prone to add an extra slice "just to be sure." And then they'll charge only the cost-per-pound. Usually they don't even try to calculate that little bit over.

Each of these giveaways costs you part of your profit. Over weeks and months those little extras add up to a big chunk of lost money.

Here's an example: a particular cheese sells for \$2.99 per pound. A quarter of an ounce given away in 50 weighings per day adds up to a \$14.04 a week, \$60.84 per month or \$730.08 a year. If it's as high as a half-ounce, you're giving away \$1,460.16 a year.

A digital scale will save money over a mechanical scale because you always get an actual numerical weight value for each transaction. There's no guessing or approximating what the weight reads because the actual weight is displayed in numbers.

On older scales with charts and pointers, there's always the human judgment factor to decide exactly what weight is to be used in calculating the total price.

If you had several people read the same weights on an older-type scale, you'd probably get two or three different values. Of course, all these values would be close to the actual value, but nevertheless, three different values mean three different prices would be charged to the customer. And that little bit over means dollars to you.

With a digital scale, you can take advantage of accurate weighing with a merchandising technique which will sell more cheese, for example, instead of losing it through giveaway errors. You can encourage your salespeople to sell "a little bit over."

Almost every time the customer will say yes. By using this technique, you've sold extra cheese every time, and customers know they have received true values.



**Herrud**

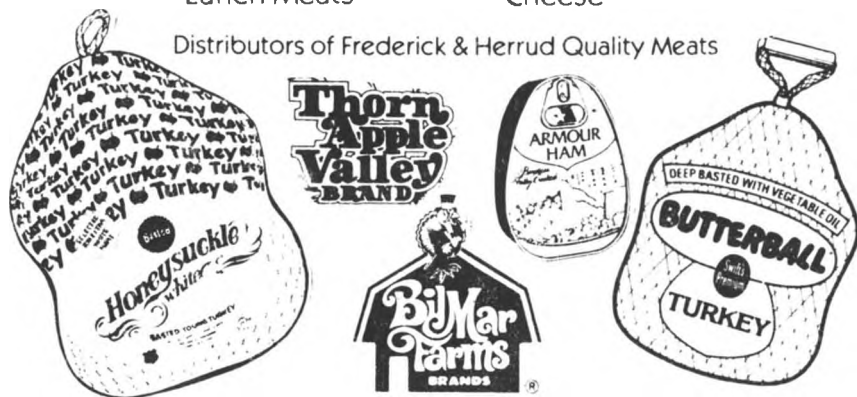
**REGAL  
PACKING, INC.**

1445 E. Kirby, Detroit, Michigan 48211  
(313) 875-6777

Michigan's only full line meat distributor featuring quality name brands and offering "ONE STOP" service directly to your store. Featuring Frederick's fresh pork, daily!

- \* Boxed Beef
- \* Poultry
- \* Canned Meats
- \* Frozen Fish
- \* Lunch Meats
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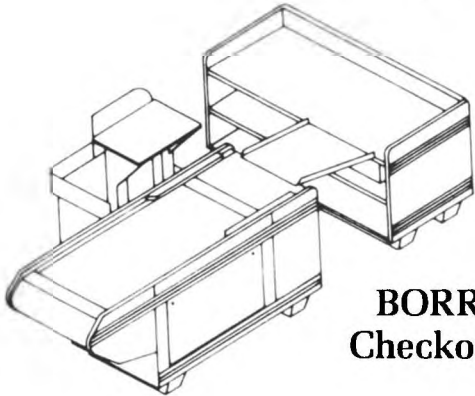




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# **LIBERTY** *Paper and Bag* COMPANY

INTRODUCING



**BORROUGH'S**  
Checkout Systems



**MARKETOTE**  
Plastic Bagging System



Low Cost Deli Scales

**FRANKLIN**  
**950**  
UPC Pre Pac



---

## Authorized Distributors

Marketote Sacks  
Mobil Produce & Meat Bags  
Kemclean Floor Care Systems  
Security Brand Tape  
Kemclean Meat Room Sanitizing Systems  
Mobil Foam Trays  
Stay Fresh Deli Bags  
Equipment Sales & Service Available!

Mobil U-Bag-Its  
St. Regis Locker Papers  
3M Tapes  
Bay West Turn Towel Systems  
Soakup Floor Absorbants  
Good Year Films  
Custom Print Poly & Paper Bags

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Call today for a demonstration or information on our complete packaging supply program for: Supermarkets, Delis, Produce & Meat Markets, and Bakeries.

**313-921-3400**

# THE BLEACH HAS LANDED



# ROMAN IS BACK!

**NOW THE TRADITION CONTINUES...**



Everyone's favorite...  
Roman Cleanser Bleach...  
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## Survey Shows How Consumers Complain

The most common form of consumer activism is refusal to buy products that cost too much, according to a 1984 poll by the Food Marketing Institute (FMI) in Washington, D.C.

The poll also revealed that consumers are unlikely to write letters to their congressmen demanding that the government take some action. They are also not inclined to get neighbors to sign petitions, and they are least likely to join organized consumer boycotts against particular products or stores.

The FMI poll also surveyed consumers about actions they had taken to resolve supermarket-related complaints. The results show a continuing trend toward resolving problems with the store directly rather than going to other parties.

Over half of those surveyed said they had returned products to a supermarket for a refund or exchange. The number taking this action increased by 4 percent over 1983.

The second most popular method of resolving problems was to make an in-person complaint to a food store or supermarket manager. Thirty-five percent chose this method.

Consumers indicated they wrote letters of complaint to food manufacturers or supermarkets more often than in the previous three years. Nearly one shopper in 10 took the time to write a letter.

They rarely told friends or neighbors to stop going to a particular store, and few joined food co-ops out of dissatisfaction with their stores. They were also less likely than in previous years to switch supermarkets because they were dissatisfied.



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Go Back a Long way

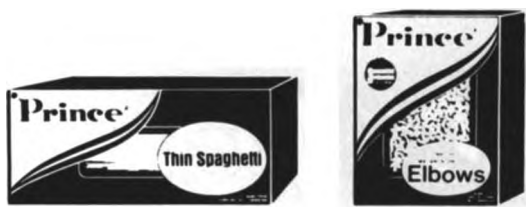
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# Associated Food Dealers' Annual Michigan Food and Beverage Exposition October 29-31, 1984 — Cobo Hall, Detroit

## The Program

### MONDAY — OCTOBER 29, 1984

- 2:30 p.m. Official Opening Ceremony.  
AFD Board Members and Dignitaries from Michigan.
- 3 p.m. Exhibit Area officially opens.
- 3:30 p.m. Prizes Awarded for Outstanding Booths.
- 9 p.m. Exhibit Hall closes.
- NOTE: Every hour on the hour, a prize will be drawn and awarded to attendees. You must be present to win.

### TUESDAY — OCTOBER 30, 1984

- 9-10 a.m. Workshop A: "How to Increase Your Sales/Profits."  
Moderator: Dr. William Haynes  
Panel: Retail Store Operators.
- 10 a.m. Exhibit Area opens. Every hour on the hour, a prize will be drawn and awarded to attendees from AFD. You must be present to win.
- 10-11 a.m. Workshop B: "Merchandising the Michigan Lottery."  
Michael Carr, Commissioner, Michigan Lottery.  
Bruce McComb, Marketing Director, Michigan Lottery.  
Moderator: Dr. William Haynes  
Panel: Retail Store Operators.
- 5 p.m. Exhibit Hall closes.
- 6 p.m. 20th Annual Awards Night and Banquet of Associated Food Dealers of Michigan. Cocktail Reception courtesy of Pepsi-Cola Company begins at 6 p.m. with dinner and awards program to follow at 7 p.m. Ballroom Dancing afterward. Ticket required.

### WEDNESDAY — OCTOBER 31, 1984

- 9-10 a.m. Workshop A: "The Changing Beer, Wine and Liquor Scene"  
Ms. Patti Knox, Chairman,  
Michigan Liquor Control Commission,  
Walter Keck, MLCC staff  
Moderator: Dr. William Haynes  
Panel: Retailer, Brewer, Wine Dist. and Liquor Vendor.
- 10 a.m.-3 p.m. Exhibit Area Opens. Every hour on the hour, a prize will be drawn and awarded to attendees from AFD. You must be present to win.
- 10-11 a.m. Workshop B: "Crime Prevention Tips."  
Chief William Hart,  
Detroit Police Department.  
Moderator: Dr. William Haynes  
Panel: Police and Industry Representatives.
- 1-2 p.m. Consumer Workshop: "The Consumer in Today's Food Market."  
Room 3137  
Moderator: Diane Place, former Consumer Specialist, with Food and Drug Administration.  
Panel: Esther Shapiro, Detroit Consumer Affairs Director.  
Dr. Mary Jane Bostick,  
Wayne State University  
Dr. June Sears, Michigan State University Extension Service  
Edward Deeb, Executive Director, Associated Food Dealers  
NOTE: This Workshop open to the general public.
- 3 p.m. Exhibit Hall closes. Exposition adjourned.

*See You in 1985!*

### OUR THANKS AND APPRECIATION

The Associated Food Dealers' Exposition Committee expresses its thanks and appreciation, on behalf of its 3,600 members and their over 43,000 employees, to all of you who have helped make this Info Expo the success it was. Thanks, especially, to our Exhibitors, our Expo Program Book advertisers, the Cobo Hall staff, Harold Gant and the National Productions staff, our many members for their help, our panelists and moderators who gave of their time and expertise, attendees and supporters of our Awards Night, especially the honorees and Pepsi-Cola Company for their sponsorship, the AFD office staff, Richard Sabaugh of Anthony Franco Co., and Iggy Galante. Thank you all so much.

Donald Harrington, *Expo Chairman*; Louis Vescio; Phil Saverino; Allen Verbrugge; Phil Lauri; Thomas Zatina; Larry Joseph, *AFD Chairman*; Edward Deeb, *AFD Executive Director*.



# Associated Food Dealers Michigan Food and Beverage Exposition October 29-31, 1984 — Cobo Hall, Detroit

## List of Exhibitors and Booth Numbers

Booth No.	Company	Booth No.	Company
336	AFD Credit Union	320	Metro Grocery, Inc.
337	AFD Self-Insured Workers' Comp. Plan	120	Michigan Beverage News
334	Alpena Screen & Art Embroidery	432	Michigan Department of Agriculture
603	A T & T Information Systems	511	Michlin Chemical Corporation
311	Anheuser-Busch, Inc.	729	Midwest Ice Corporation
217-221	Arkin Distributing Company	508	Miller Brewing Company
628	Awrey Bakeries, Inc.	433	Mohawk Liqueur Corporation
333	Bellanca, Beattie, DeLisle et al	436	Nu-Method Pest Control Prod. & Svcs.
229	J.M. Bellardi & Associates	537	Ontario Greenhouse Products
429	Bigger Staff Marketing	225	Orval Kent Food Company, Inc.
702	Blue Cross & Blue Shield of Michigan	308	Paul Inman Associates, Inc.
637	C.E. Sales & Services, Inc.	503	Pepsi-Cola Bottling Group
228	Chambers & Associate	109-113-208	The Pfeister Company
417	Chemico #1	329	Pierino Frozen Foods
209	City Foods Service Company	316	Pointe Dairy
526	City Office Supplies	335	R.G.I.S. Inventory Specialists
618	Cleanway Products, Inc.	435	R.J. Associates
303	Coca-Cola Bottlers of Detroit	328	Regal Packing Company
425	Concepts In Foods, Inc.	620	Rite-Way Enterprises, Inc.
337	Creative Risk Management Corp.	416	Rose Exterminator Company
325	Creative Service Group, Inc.	321	Safie Brothers Farm Pickle Company
418	Detroit Free Press	625	Sale Control System, Inc.
324	Dudek Deli Foods, Inc.	232	Schweitzer
521	Everfresh Juice Company	216	Scot Lad Foods
517	F.S. Carbon	403	Seven-Up/Canada Dry Detroit
702	Joseph Gadaletto Associates	333	George Shamie, CPA/P.C.
437	Garden Fresh Sales Company, Inc.	236	Simmons Products Corporation
233	Glenmore Distilleries	532	Southern Saw Service, Inc.
632	Great Lakes Data System	535	Stand Guard Alarm
525-527	Harold Brehm-Broaster Sales	317	Stark & Company
529	Heritage Wholesale	326	Stella D'Oro Cookies
536	Hobart Corporation	421	Stephen's Nu Ad, Inc.
520	Independent Biscuit Company	502	Stroh Brewery Company
721	In 'N' Out Food Stores	428	Stroh's Ice Cream
616	J & J Wholesale	410	Taylor Freezer of Michigan, Inc.
434	Jay's Foods	328	Thornapple Valley Products
717	Kar Nut Products Company	220	Toledo Scale Co.
716	Kowalski Sausage Company	302	Tom Davis & Sons Dairy Company
237	Labatt Importers, Inc.	528	Tom's Foods, Inc.
613	Lancia Bravo Foods	413	Tony's Pizza Service
609	Lipari Foods	420	Towne Club Beverages
332	Mel Larsen Distributors, Inc.	534	Tucker & Associates
529	Micro Time Management Systems, Inc.	625	United Steel & Wire Company
518	Liberty Paper & Bag Company	509	Universal Refrigeration
610	Ludington News Company, Inc.	309	Variety Nut & Date Company
516	Oscar Mayer & Company	100	Vernors, Inc.
409	Melody Farms Dairy	621	W.O.W., Inc.
424	Merchants Cash Register	524	Ye Olde Coffee Service

PLEASE NOTE: Due to late exhibitor commitments, we unfortunately were unable to list some of our companies on this roster. — The Editors.

# YOUTH DAY III

## A Resounding Success

Over 8,000 youngsters from the Detroit area enjoyed a fun-filled day of activities at the third annual Youth Day held at Belle Isle. Youth Day is co-sponsored by the Associated Food Dealers, WJBK-TV, WJLB Radio, the Detroit Free Press, the City of Detroit Recreation Department and 45 community organizations.

The youngsters, ages 8-15, particularly enjoyed the various sport clinics taught by active and retired sports celebrities from Detroit area teams, college and professional. They learned quite a bit from the athletes who generously donated their time, and they also learned the importance of fair play and teamwork. Sport clinics were held in basketball, football, baseball, aerobics, track and field, boxing and martial arts.

Youngsters also enjoyed a number of fun activities including break-dancing, roller skating and games. Entertainment was provided by several local musical dance groups and the local band, "Stars of Tomorrow."

The AFD praises the cooperation of the Detroit Police Department and cadets and the Keep Detroit Beautiful Teens for their assistance in making the event a success.

Food and beverages distributed free to youngsters included 9,000 of the following: hot dogs, buns, bags of potato chips and peanuts and cartons of milk. 25,000 soft drinks and ice cream bars and fruit were also distributed.

Youth Day sponsors received a testimonial resolution from the Detroit City Council represented by Councilman Jack Kelly, and a proclamation from Mayor Coleman Young, who was represented by Deputy Mayor Fred Martin.

Many local food merchants rented buses to transport youngsters to the event, and the free food and beverages were served compliments of the AFD members listed at the right.



### OUR THANKS TO:

- Absopure Water Company
- Awrey Bakeries
- Belmont Paper & Bag Company
- Bonnie Bakers
- Borden, Inc.
- City Foods
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- Coca-Cola Bottlers
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- Jay's Potato Chips
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- Kar-Nut Products
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- Liberty Paper & Bag Company
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- Oscar Mayer & Company
- McMahon & McDonald, Inc.
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- Melody Farms Dairy
- Metro Grocery
- Midwest Ice Company
- Oven-Fresh
- Pepsi-Cola Bottling
- Red Pelican Foods
- Seven-Up Company
- Vernor's, Inc.
- Faro Vitale & Sons
- Wesley's Ice Cream
- Wilson Dairy
- Wonder Bread

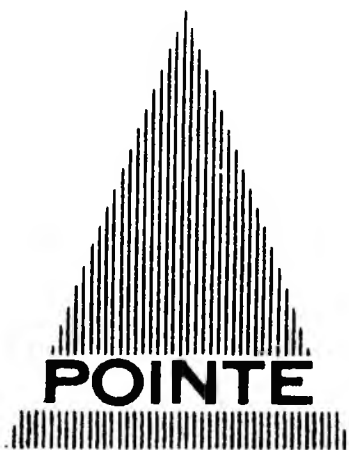
### AND:

- Allen's Check Cashing
- Armour Food Market
- Brother John's Community Store
- Food Value Market
- Gibson Party Store
- Hamilton Foods
- K&G Food Market
- Tel-Kaif Party Store
- Lafayette Towers Super Market
- Mt. Elliott-Charlevoix Market
- Parkway Foods
- Pete's Scot Farms
- S&D Variety Store
- Savon Foods
- Seven Stars Market



**MORE ON YOUTH DAY III** in our next issue. In addition a comprehensive review of AFD involvement and action programs in 1984 — we'll feature extensive picture coverage of Youth Day III, AFD's acclaimed and most successful summertime community relations event.

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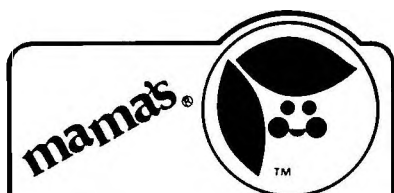
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# Pharmacy Crime Is Now A Federal Offense

A legislative development which became associated with the move for stiffer penalties for product tampering has been the Pharmacy Crime bill, signed into law by President Reagan on May 31.

The theft of controlled substances, often including hold-ups and violence, has been a major problem for pharmacies in recent years. The growing number of supermarkets offering pharmacy services made this issue a direct concern of Food Marketing Institute (FMI), which supported the legislation.

The new law makes it a federal crime to rob a pharmacy or any Drug Enforcement Agency registrant of a controlled substance. It provides a penalty of \$25,000 and/or 20 years in prison for such robberies or attempted robberies. These penalties are triggered if the replacement cost of the material is more than \$500, if the person committing the crime has traveled in interstate or foreign commerce, or if another person has been killed or suffered significant bodily injury as a result of the crime.

Another provision of the law provides a fine of \$25,000 or imprisonment for not more than 20 years for entering or attempting to enter the business premises or property of a pharmacy with intent to steal a controlled substance. A fine of \$35,000 is provided for use of a dangerous weapon or device during a robbery or burglary, and a fine of \$50,000 and imprisonment for any term of years if a person is killed.

The law requires that the Attorney General submit an annual report to Congress for the next three years with respect to enforcement activities of this law by his office.

The emergence of the "drug" culture in this country in recent years has focused attention on the vulnerability of pharmacies which offer the legitimate prescription sale of products sought by others for non-medicinal purposes. The new law has teeth in it, and should help reduce the risks that pharmacists experience in carrying out their necessary function in the medical community.



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The promotion will run from July 1, 1984 to January 1, 1985. Results will be tabulated at the end of the six month period. Computer printout will indicate which accounts qualify for a free gift. To qualify:

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4. Increase your regular share account by at least \$1200.00 over the next six months and receive your choice of several G.E. gifts.

Gifts are on display at the Credit Union office. Substitutions may be necessary due to availability of gifts.

**RULES:** Increase in shares must be in the members main account and gifts are limited to one gift per main account. Direct deposits in an account will qualify the member for their gift immediately. However the deposit must remain in the account for a six month period.

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When mailing or carrying 2nd or 3rd party checks for deposit, you should restrict negotiability to your depository. Endorse the checks "For Deposit To My Account At AFD Credit Union" followed immediately by your signature.

### WELCOME ABOARD

The credit union welcomes employees of Savewel Markets and Elias Brothers restaurant chain to our membership.

### NEW MEMBERS

As you probably know, recent changes in regulations now make it possible for your credit union to extend membership to all of your relatives. Now your entire family may share the many fine services and benefits offered by AFD Credit Union. Brothers, sisters, aunts, uncles, grandchildren, cousins, etc. In fact, anyone related to you in any way can now join our credit union regardless of where they may live.

The credit union needs and wants new members. We never have enough! Generally speaking, more members mean more deposits, more deposits means more loans, more loans means more interest collected, more interest collected means more income, more income means more dividends, and more dividends means more new members.

### SHARE DRAFTS

Have you opened your share draft account? If not - why now? It's the best deal in town! Write all the drafts you want for \$1.00 per month. No minimum balances, no transaction fees or hidden charges. Your drafts are accepted almost anywhere and certainly are safer than cash. Call 547-0022 for more information.

### IRA's

Individual Retirement Accounts (IRA's) are presently paying 10.25% per annum, compounded quarterly. This rate, plus the advantage of payroll deduction, makes this tax deferred investment a bargain. Contact the credit union office for further details.



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 Lansing . . . . . 393-2524  
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 Royal Oak . . . . 547-7545  
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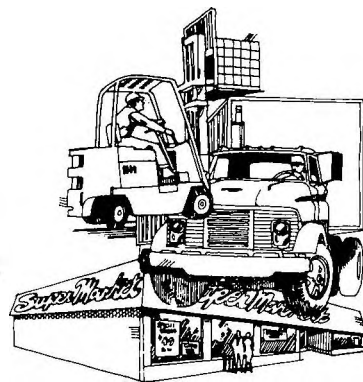
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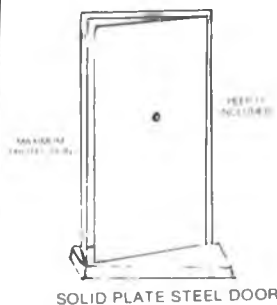
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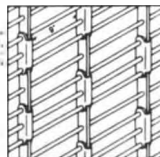
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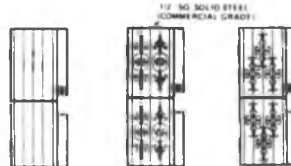


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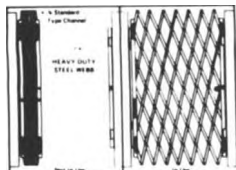
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### WINDOW GUARDS



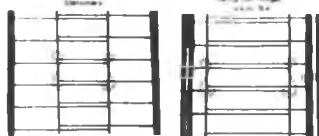
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# Helping Shoppers Makes Shopping More Interesting

With more and more exotic or unfamiliar items coming into a store's product department, attention should be given to provide consumer information as part of a merchandising program.

Attention-getters could include the following:

Tear-off recipe cards, charts

with nutrition information, or posters illustrating novel serving ideas can add interest and value for the customer.

Some operators have provided a consumer information center in the produce department, offering pamphlets on storage and handling, recipes, nutrition profiles of various

fruits and vegetables, charts on seasonal availability and so on.

To highlight a new item or encourage greater sales of slow movers, displays providing tips and advantages of that item work well. For example:

"Serve snow peas raw with dip for a delicious, nutritious snack."

"Eggplant — Once known as the Love Apple of Spain."

"Jerusalem Artichokes — The Starchless Potato."

The versatility, economy and good nutrition profile of most fruits and vegetables make them ideal for a variety of informational promotions. Here are some ideas:

Promote low sodium, low calorie attributes of melon, along with tips on selection: ripe when thumping produces a low pitched sound.

Cucumbers are really cool — 20°F cooler inside than room temperature.

Cucumbers are good cooked, too — steam lightly and serve with bacon and sour cream.

Cucumbers — only one calorie per slice.

Sunshine sandwich — Place a thick tomato slice on bread, top with cheese and broil to melt cheese.

Instant Appetizers — Cherry tomatoes stuffed with grated cheese and broiled.

Great go-togethers — tomatoes and avocados.

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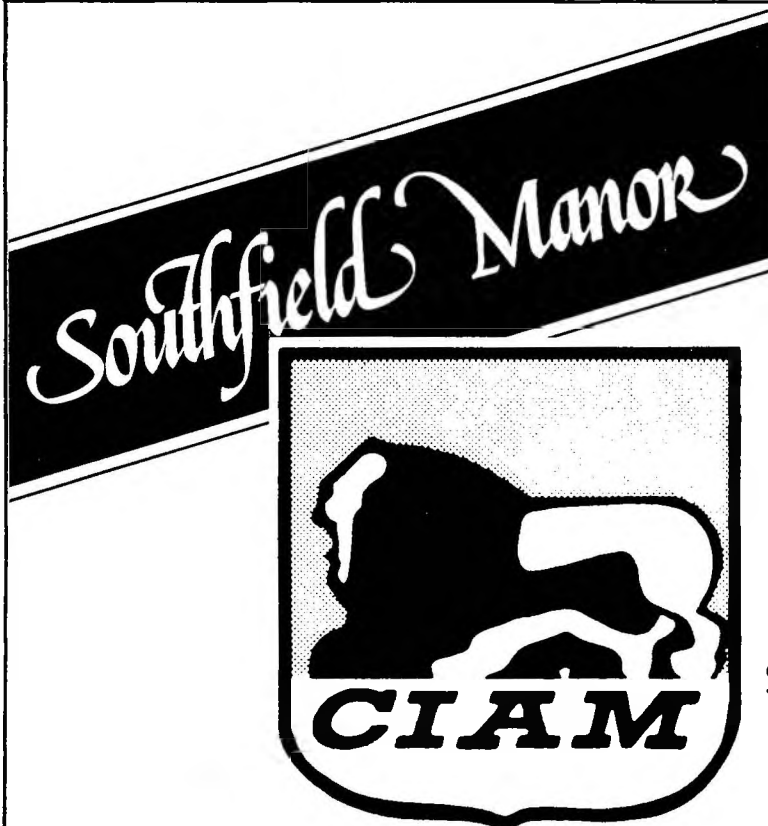
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# 15 New Supplier Members Join AFD

**HAROLD BREHM BROASTER SALES**, sales and service, restaurant equipment, 400 W. Main, PO Box 545, Edmore, Michigan, 48829; (517) 427-5858.

**CAIN'S POTATO CHIPS**, producers and distributors of snack foods, 2229 John B, Warren, Michigan 48091; (313) 756-0150.

**CENTRAL SALES**, merchandise, paper products, 7177 Michigan Avenue, Detroit, Michigan 48210; (313) 843-6600.

**CREME CURLS BAKERY**, manufacturer, bakery products, 5292 Lawndale, Hudsonville, Michigan 49426; (616) 669-6230.

**FILLMORE BEEF COMPANY**, meat supplier, 5812 142nd Street, Holland, Michigan 49423; (616) 396-6693.

**JOSEPH GADALETO & ASSOCIATES**, insurance agency, 200 Woodland Pass, East Lansing, Michigan 48823; (517) 351-7375.

**HORTICULTURAL INTERNATIONAL PRODUCTS**, 3501 Lake Eastbrook Blvd., Suite 345, Grand Rapids, Michigan 49506; (616) 956-9119.

**J.F.R. CORPORATION**, food caterers, 22871 21 Mile Road, Mt. Clemens, Michigan 48044; (313) 468-1486.

**KAHN'S & COMPANY**, meat processors, 20370 Kelly Road, Apt. 3, Harper Woods, Michigan 48225; (313) 521-5354.

**LONDON'S FARM DAIRY, INC.**, dairy products, 2136 Pine Grove, PO Box 887, Port Huron, Michigan 48060; (1) 984-5111.

**PURE BEVERAGE COMPANY**, beverage distributors, PO Box 85, Southfield, Michigan 48034; (313) 855-3409.

**R/J ASSOCIATES**, sales promotion and premium specialists, 22811 Greater Mack, Suite L-1A, St. Clair Shores, Michigan 48080; (313) 445-6100.

**TAYLOR FREEZER OF MICHIGAN, INC.**, distributors of ice cream and ice machines, 13341 Stark Road, Livonia, Michigan 48150; (313) 525-2535.

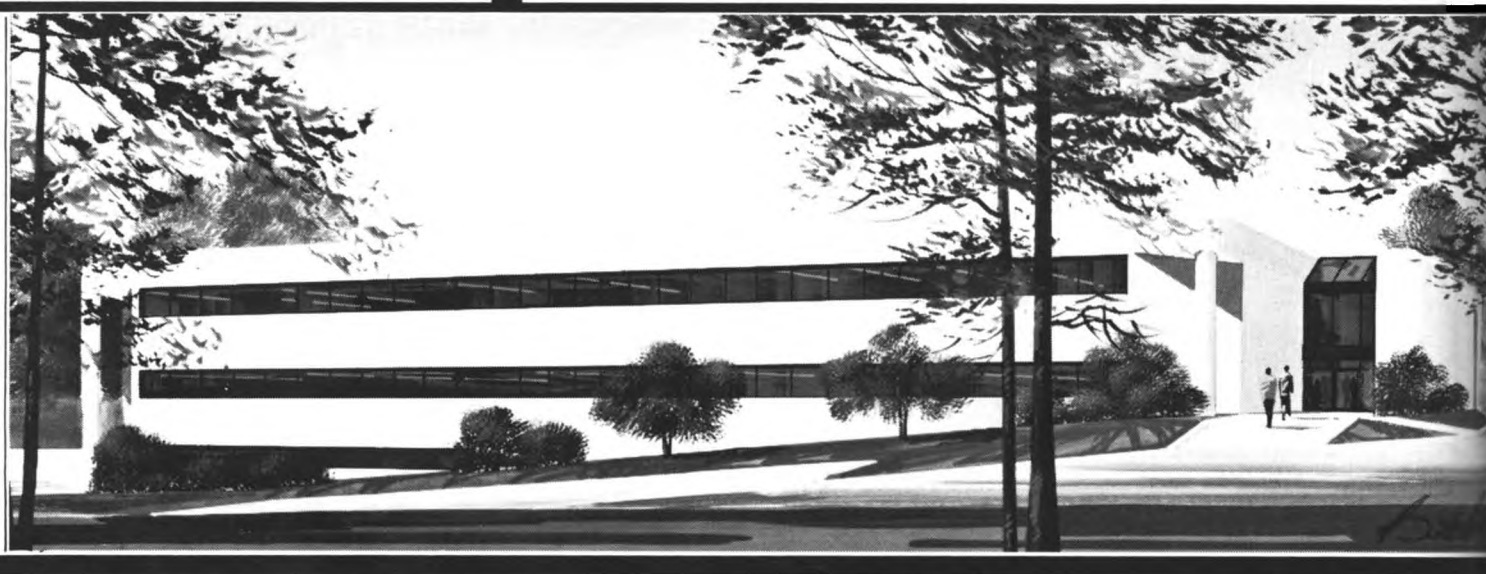
**TONY'S PIZZA SERVICE**, manufacturer, PO Box 213, St. Johns, Michigan 48859; (517) 224-9311.

**UNIQUE TRAVEL & TOURS**, travel agency, 31874 Northwestern Highway, Farmington Hills, Michigan, 48018; (313) 855-3409.

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.



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Type of information needed \_\_\_\_\_

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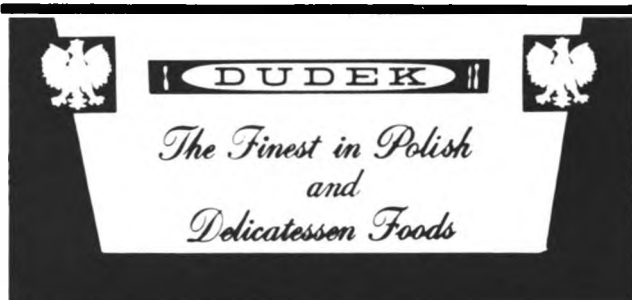


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Franchise Bakery, Inc. .... (1) 674-4671  
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Seven-Up Bottling Co ..... 937-3500  
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Embassy Distributing ..... 352-4243  
Estabrooks Marketing ..... 553-3637  
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London's Farm Dairy, Inc. .... (1) 984-5111  
McDonald Dairy Co ..... (313) 232-9193  
Melody Farms Dairy ..... 525-4000  
Sherwood Dairy Distributors ..... 375-1721  
Stroh's Ice Cream ..... 961-5843  
Weiss Distributors, Inc. .... 552-9666  
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Qualmann Quality Egg Co ..... 757-4350

## FISH & SEAFOOD

Al Deuel Trout Farm ..... (1) 784-5427  
Hamilton Fish Co, Inc ..... (1) 832-6100  
Michigan Food Sales ..... 882-7779

## FLORISTS:

Horticultural Int'l Prod's ..... (616) 956-9119  
Livernois-Davison Florist ..... 933-0081  
Anne Michaels Floral Designs ..... 855-5406

## FRESH PRODUCE:

Harry Becker Produce Co ..... 841-2500  
Ciaramitaro Bros., Inc ..... 567-9065  
Michigan Repacking & Produce Co ..... 841-0303  
Morelli Enterprises, Inc ..... 978-8505  
Tony Serra & Sons Produce ..... 758-0791  
Faro Vitale & Sons ..... 393-2200

## ICE PRODUCTS:

Great Lakes Ice ..... 922-5899  
Midwest Ice Corp ..... 868-8800

## IMPORTERS-EXPORTERS:

Dalaly-International & Assoc ..... 353-2722  
Energy International Corp ..... 362-4266  
Evergreen Food Supply Co ..... 358-4740

## INSECT CONTROL:

Nu-Method Pest Control Service ..... 898-1543  
Rose Exterminator Co ..... 588-1005

## INSURANCE, PENSION PLANS:

Blue Cross, Blue Shield ..... 225-8000  
Ward S. Campbell, Inc ..... (616) 531-9160  
Creative Risk Mgmt Corp ..... (1) 792-6355

Financial Guardian, Inc ..... (1) 649-6500  
Frank P. McBride, Jr., Inc ..... 886-4460  
Joseph Gadaletto & Assoc ..... (517) 351-7375  
Prime Underwriters, Inc ..... 837-8737  
K.A. Tappan & Assoc ..... 354-0023

## INVENTORY, BOOKKEEPING, TAXES:

Abacus Inventory Specialist ..... 852-9156  
Gohs Inventory Service ..... 353-5033  
Akram Namow, CPA ..... 559-6040  
Quality Inventory Specialists ..... 771-9526  
R.G.I.S. Inventory Specialists ..... 978-1810  
George R. Shamie, Jr., CPA ..... 474-2000  
Washington Inventory Service ..... 557-1272

## LAW FIRMS:

Bellanca, Beattie, DeLisle ..... 882-1100

## MANUFACTURERS:

Carnation Co ..... 851-8480  
Del Monte Foods ..... 968-1111  
General Foods, Corp ..... 427-5500  
General Mills, Inc ..... 354-6140  
Green Giant Co ..... (313) 879-0931  
Kellogg Sales Co ..... 646-2278  
Kraft Foods ..... 261-2800  
Nabisco, Inc ..... 478-1400  
Prince Co ..... 772-0900  
Procter & Gamble Co ..... 336-2800  
Quaker Oats Co ..... 645-1510  
Ralston Purina Co ..... 477-5805  
Red Pelican Food Products ..... 921-2500  
Safie Bros Farm Pickle Co ..... (1) 949-2900  
Shedd Food Products ..... 868-5810  
Velvet Food Products ..... 937-0600

## MEAT PRODUCERS, PACKERS:

Dart Meats ..... 831-7575  
Detroit Veal & Lamb, Inc ..... 961-1248  
Fillmore Beef Co ..... (616) 396-6693  
Flint Sausage Works (Salays) ..... (1) 239-3179  
Frederick Packing Co ..... 832-6080  
Guzzardo Wholesale Meats, Inc. .... 833-3555  
Hartig Meats ..... 832-2080  
Herrud & Co ..... (616) 456-7235  
Hygrade Food Products ..... 464-2400  
J.N.D. Assoc ..... (1) 661-2121  
J.G. Food Products ..... 296-7330  
Kahn's & Co ..... 521-5354  
Kowalski Sausage Co ..... 873-8200  
L-K—L Packing Co ..... 833-1590  
Oscar Mayer & Co ..... 421-9030  
M&G Foods, Inc ..... 893-4228  
Maxwell Foods, Inc ..... 923-9000  
Metro Packing Co ..... 259-8872  
Midwest Sausage & Corned Beef ..... 875-8183  
Milton Chili Co ..... 585-0300  
Monarch Packing Co ..... 567-3420  
Naser International ..... 464-7053  
National Chili Co ..... 365-5611  
Peter Eckrich & Son, Inc ..... 937-2266  
Potok Packing Co ..... 893-4228  
Regal Packing Co ..... 875-6777  
R.E. Smith, Inc ..... 894-4369  
Smith Meat Packing, Inc. .... (1) 985-5900  
Vasara Meats, Ltd ..... 791-7316  
Weeks & Sons (Richmond) ..... 727-3535  
Winter Sausage Mfrs ..... 777-9080  
Wolverine Packing Co ..... 568-1900

## MEDIA:

ABC WXYZ-TV ..... 827-9351  
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  
Michigan Chronicle ..... 963-5522  
Observer & Eccentric Newsp's ..... 591-2300  
Port Huron Times Herald ..... (1) 985-7171  
WDIV-TV ..... 222-0444  
WJBL-TV ..... 557-9000  
WJOL-FM ..... 222-2636  
WWJ-AM ..... 222-2636

## MONEY ORDERS:

Associates Financial Express ..... 386-8745

## NON-FOOD DIST'S:

Cleanway Products ..... 834-8400  
Household Products, Inc ..... 682-1400

Ludington News Co ..... 925-7600  
Nationwide Food Brokers ..... 569-7030  
Warrior Martial Arts Supplies ..... 865-0111

## EQUIPMENT, OFFICE SUPPLIES:

City Office Supplies, Inc ..... 885-5402

## POTATO CHIPS & NUTS:

Better Made Potato Chips ..... 925-4774  
Cain's Potato Chips ..... 756-0150  
Frito-Lay, Inc ..... 271-3000  
Jay's Foods ..... 731-8400  
Kar-Nut Products Co ..... 541-7870  
Tom's Foods ..... 562-6660  
Variety Nut & Date ..... 268-4900

## PROMOTION:

Action Adv. Dist. & Mailing Co ..... 964-4600  
American Mailers ..... 842-4000  
Bowlus Display Co (signs) ..... 278-6288  
J.H. Corp ..... 582-2700  
R/J Associates ..... 445-6100  
Stephen's Nu-Ad Adv & Prom ..... 521-3792  
Stanley's Adv. & Distributing ..... 961-7177

## REAL ESTATE:

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

## RENDERERS:

Darling & Co ..... 928-7400  
Wayne By-Products Co ..... 842-6002

## SERVICES:

A.L.H. Protective Service ..... 275-7830  
American Synergistics ..... 464-3333  
Atlantic Saw Service Co ..... (800) 631-7650  
Beaver Mechanical Services ..... 343-1616  
Comp-U Check ..... 569-1448  
D/A Central, Inc ..... 399-0600  
Financial & Marketing Ent'prises ..... 547-2813  
Gulliver's Travels ..... 567-2500  
Intro Marketing ..... 540-7790  
J&M Food & Restaurant Service ..... 445-0653  
A.J. Shaheen Electric Co ..... 882-3710  
Suburban Coffee Service ..... 541-8522  
Unique Travel & Tours ..... 855-3409  
M.A. Young, Consultant ..... 477-1111

## SPICES & EXTRACTS:

Rafal Spice Company ..... 962-6473

## EQUIPMENT, STORE SUPPLIES:

AAA Pallet Co ..... 892-4360  
Almor Corp ..... 399-3320  
Beimont Paper & Bag Co ..... 491-6550  
Big J Corp ..... 855-0888  
Harold Brehm Broaster Sis ..... (517) 427-5858  
The Butcher Supply ..... 522-4675  
Central Sales ..... 843-6600  
Hobart Corp ..... 542-5938  
Hussman Refrigeration, Inc ..... 471-0710  
Liberty Paper & Bag Co ..... 921-3400  
Pappas Cutlery & Grinding ..... 965-3872  
Taylor Freezer of Mich ..... 525-2535  
Tony's Pizza Service ..... (517) 224-9311  
Zack Enterprises, Inc ..... 554-2921

## WAREHOUSES:

Armen Berry Warehouse ..... 964-3069  
U.S. Cold Storage ..... 295-1310

## WHOLESALE, FOOD DISTRIBUTORS:

Associated Grocers of Mich ..... (517) 694-3923  
Bay City Milling & Grocer Co ..... (517) 892-5593  
Detroit Marine Supply Co ..... 842-2760  
Jerusalem Falafel Mfg. Co ..... 595-8505  
Kap's Wholesale Food Service ..... 471-4080  
Kramer Food Co ..... 585-8141  
M & B Distributing Co ..... (1) 767-5460  
Metro Grocery, Inc ..... 871-4000  
Philip Olender & Co ..... 921-3310  
Rainbow Ethnic & Spec'ty Foods ..... 646-0611  
Raskin Foods, Inc ..... 759-3113  
Scot Lad Foods, Inc ..... (419) 228-3141  
Spartan Stores, Inc ..... (616) 878-2000  
State Wholesale Grocers ..... 567-7654  
Super Food Services, Inc ..... (517) 823-8421  
Abner Wolf, Inc ..... 943-3368

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