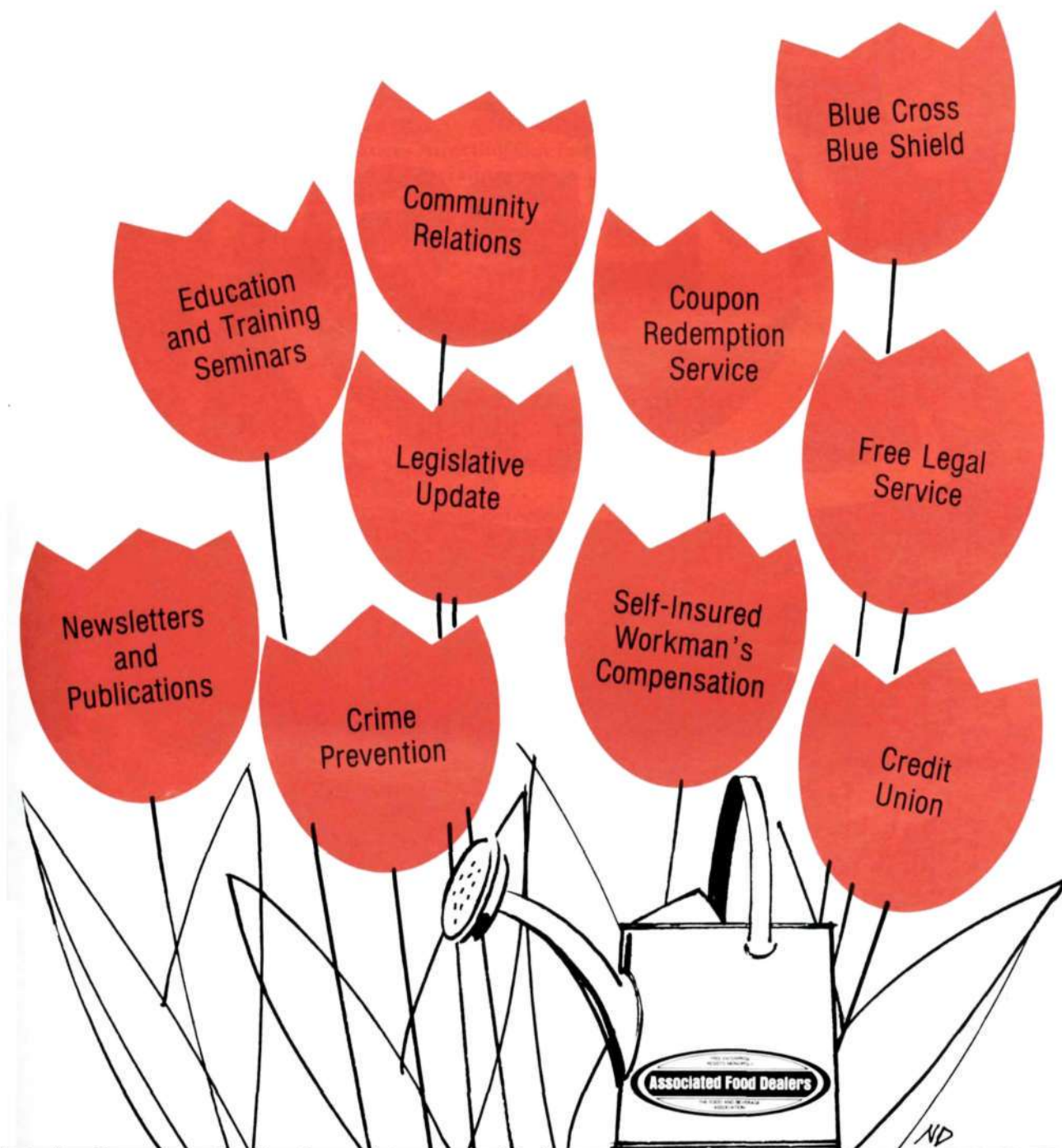




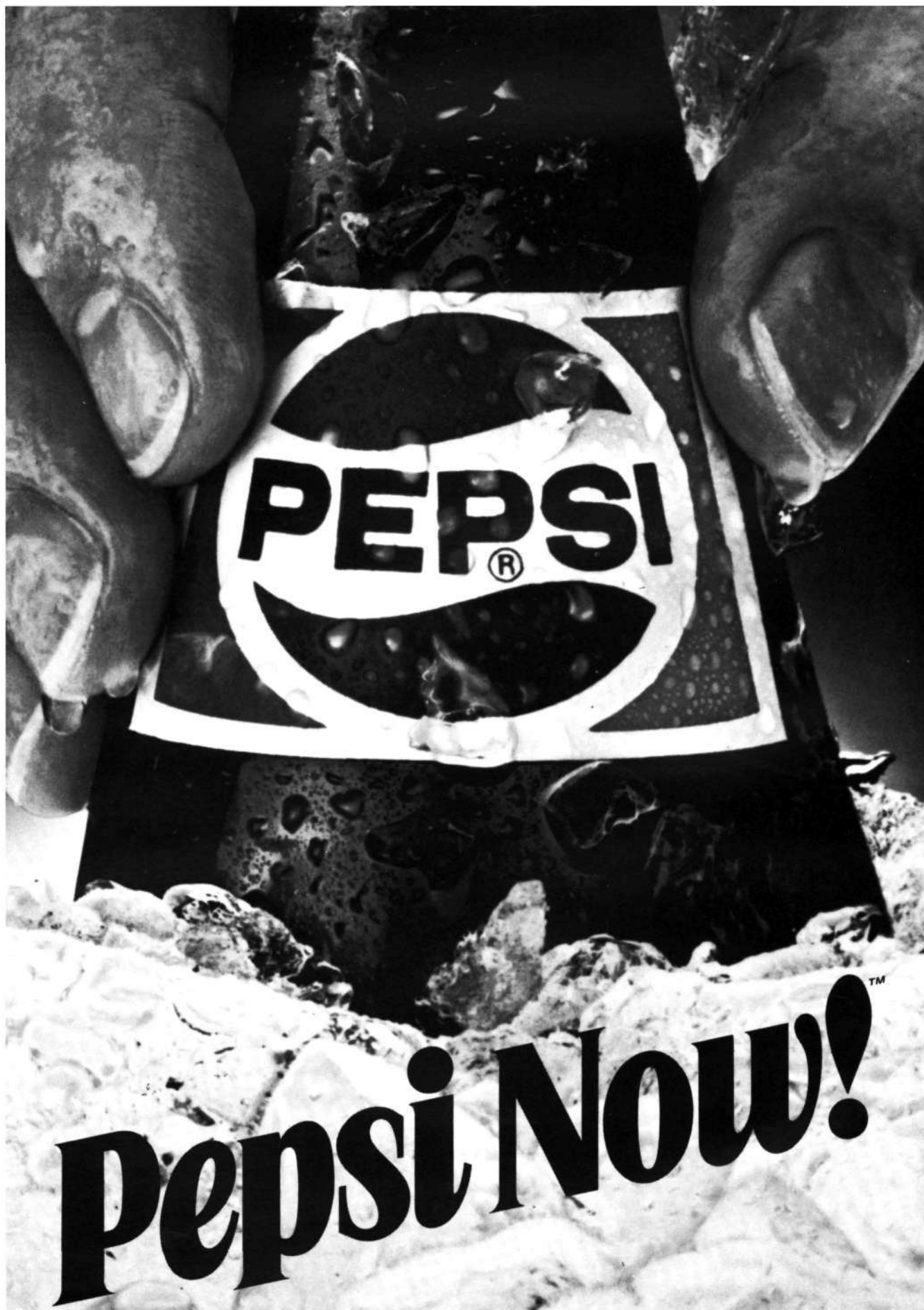
# THE FOOD DEALER

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

Spring, 1984



**Grocer, Grocer, How Your Garden DOES Grow!**



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## Dennis Hoppe New DAGMR President

Dennis Hoppe, right, is the new president of the Detroit Association of Grocery Manufacturers' Representatives; he is shown with Jim Kothe, left, past-president; and Judge John R. Kirwin, Wayne County Circuit Court, center, who handled the installation of 1984 officers at the DAGMR 25th Annual Inaugural Ball, which was held in Livonia, recently. Other new officers included: Tim Sullivan, 1st vice-president; Al Abdou, 2nd vice-president; Dick Hoffman, secretary-treasurer; and Joe Risdon, Jr., sergeant-at-arms. Elected to the Board were, Jim Kothe, chairman; Fred Falle, and Torkild Nielsen.



# 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.

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

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

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## 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



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# A Look At The Future Of The Independent Grocer

By Frank D. Register, Senior Counsellor  
Food Marketing Institute

The demise of the "independent" operator has been predicted for at least 50 years, but up to now it just hasn't happened. When chain stores first emerged early this century, it was assumed by some that the day of the locally owned store was finished. But independents joined in wholesale buying groups and thus were able to buy and sell on the same basis as their larger competitors.

When self-service and the concept of the "super-market" later began to change the retail food market, some claimed that the independent did not have the ability or resources to compete with such a drastic change in the traditional methods of selling. But again the independent proved adaptable and kept his share of the market.

Independents have proved over the years that they don't scare easily and have the ability to adapt to changing situations. Because they usually lack the financial resources of larger competitors, they have had to build on the strengths they have always had — local identification, flexibility in operation, an ability to move quickly when circumstances require, and the freedom to try new things on short notice when the time seems appropriate.

All of this was discussed at a recent planning meeting of independent operators for FMI's upcoming Independent Operators Conference to be held in July

in the Chicago area. The consensus of this group was that independents need to do more than simply react defensively to competitive situations. They must move in new directions, pioneering new ideas in merchandising and operation that make them distinctive. A good offense is the best defense, it was stressed. This will be the theme of the conference.

In his widely acclaimed book on excellence in management, Thomas Peters cites examples of small companies who, unhampered by the layers of management of larger organization, has developed and immediately tried out successful new ideas without bogging down in endless and time-consuming approvals which seem to be a part of many larger companies. This is the kind of thing the independent retail grocer can do better than anyone else. Not every idea will be a winner, but when one does click he is far ahead of the field.

Food retailing is and has been in a constant state of change for many years — and today the pace is being accelerated. This is a simple fact of life, and there is no way to stop it or preserve the status quo. Accepting this premise is hard to do, but once it is accepted, the future doesn't seem quite so threatening.

The history of the food industry is full of success stories of independents who understood their strengths, built on them, and assured their share of their markets. And new success stories are continuing to be written.



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SUCCESSFUL YEAR  
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# Off The Deeb End

EDWARD DEEB  
AFD Executive Director



## THE MACHINATORS

Webster's Seventh New Collegiate Dictionary defines "machinate" (pronounced mash-in-ate) as follows: "to plot or plan a scheme to bring about harm; a crafty action or artful design intended to accomplish some evil end."

A "machinator," then, is a plotter or schemer of an action to bring about harm or accomplish an unethical or evil end.

The political theory of machination is attributed to Machiavelli in his essay called *The Prince* centuries ago, involves the principles of conduct characterized by cunning, duplicity or bad faith.

Machiavelli held that politics is amoral and that any means however unscrupulous can justifiably be used in achieving an end, or political power.

Thank goodness the majority of persons in our society are decent, kind, considerate, ethical people. Where the do-gooder attempts to bring about justice and fair play, the evil-doer tends to ruin or destroy something already proven to be good or worthwhile.

Machinators can be found most anywhere...in schools, social clubs, families, neighborhood clubs, service clubs, labor unions and business organizations. They may even exist in your place of employment. Sometimes, they go it alone, choosing not to be formally involved.

The point is that the machinators do exist and rather than work for a common goal for the mutual interest of an institution or company, they tend to divide and disunite an organization, with the ultimate goal of instilling harm.

Managers of corporations and retail establishments must keep watch over the machinators who may be injuring the company's work performance and efficiency. Too much machinating may mean loss of sales and profits, and may ultimately destroy a business.

Good management and regular communication with all employees, or volunteer committeemen if a service club, can reduce or eliminate chances for the evil-doing machinators to be successful.

Are you aware of any machinators at your place? Look around.

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

# 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**

# The Chairman's Message

LARRY JOSEPH  
AFD Chairman



## HOW OTHERS LOOK AT GROCERS AND OUR INDUSTRY

Those of you who attended our colorful and highly successful Awards Night last Fall may remember distorted perception of our important industry by both consumer and economist alike. I have had many people request a copy of those remarks, and therefore am happy to reprint the gist of my message below.

Honesty today means double coupons.

Professionalism today means "giving" products away with a total disregard for overhead and expenses.

Committment in totality today means contributing to the unemployment roles.

Morals means selling at cost or below cost, and not making a profit.

Dedication today means the absence of customer service.

Perception of our industry fulfilment means going after the short-range market share.

Now if you will, please pardon some of the paradoxes, sarcastic phrases which I stated in a tongue-in-cheek fashion.

The point is that in the complex, highly competitive Detroit area marketplace... it seems that retailers, both big and small, are afraid to charge the prices needed to make a legitimate profit. As we all know, if you don't make a profit, you won't survive.

## Salad Bars...A New Trend

If you're thinking about joining the trend to the increasing popularity and acceptance of salad bars in supermarkets — there are several key points to consider for its successful operation.

(1) Not every store can promote and maintain a salad bar. The most successful stores seem to be in upper-middle to high income family neighborhoods.

(2) Adequate room is essential for the successful operation of a salad bar. If you do not have

enough space available, you may have enough room for pre-made salads. However, take the size of your market into consideration before making the decision.

(3) Appearance is very important. Nothing will lose more sales and possible customers than a sloppy, poorly maintained salad bar. Your salad bar will be a reflection of your produce department, deli, and market. Appoint someone to be exclusively responsible for its maintenance — he or she should be

held accountable for its condition.

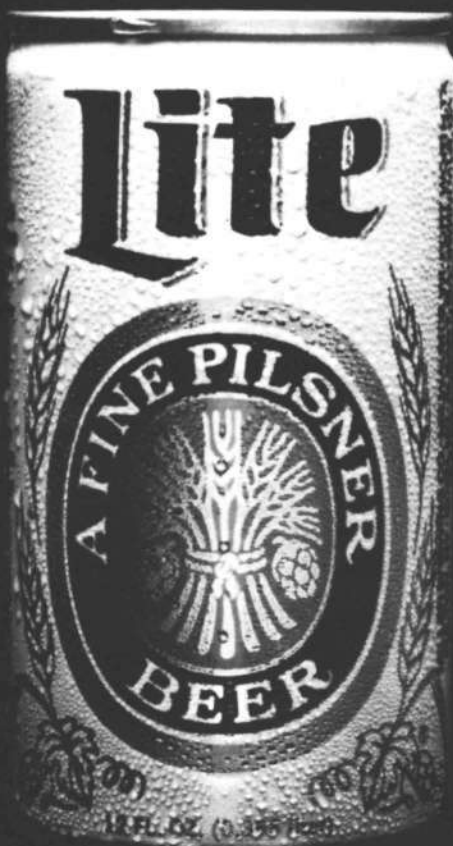
(4) It is also important to contact state and local health officials to find out exactly what rules must be followed in setting up a salad bar.

A fundamental part of your decision is what kind of salad bar you want — a portable salad bar on wheels, a larger permanent one, or one that fits into your wet rack. Capital investment can run from \$600 to \$1,000 for a 12-foot wet rack display, to over \$3,000 for a larger, custom-made salad bar.



1981 Beer Brewed by Miller Brewing Co., Milwaukee, Wis.

*The Miller Brewing Company  
Uncompromised quality  
since 1855.*



# Six Changes That Are Affecting Our Industry

by **DR. JIM STEVENSON**, Director, Food Industry Management Program, University of Southern California

I'd like to discuss six changes that I think that we have to be cognizant of in our industry, clearly one would have to be the demographic changes that are taking place in our society, and, of course, our society in that case means your consumers. We are all aware that population is moving to the South and the West. Ninety-two percent of the population increase between 1980 and 1982 was in the South and the West. Fifty percent of the total increase was in Florida, California, and Texas. That has to be reckoned with, and we are pretty well aware of that.

The racial changes that are going on. In the ten-year period from 1970 to 1980, the total U.S. population increased 11.2 percent, but when we start looking at how that increase came about, we find that 6 percent occurred in the white population, 17 percent occurred in the black population, 71 percent occurred in the Hispanic population, and 126 percent occurred in the Asian population.

For the first time in the history of censuses, the language spoken in the home other than English went up in the 1980 census. Every other year English went up; in this particular year, a language other than English went up. We are once again truly a melting pot as a nation. How do we react as merchandisers to that?

We've heard about the zero population growth, the baby bust. We definitely have a zero population growth. We have more population because child-bearing women in the age category are producing

more children because there's more women, but we are in a zero population situation.

The family structure changes that are happening. Demographers have a term called "the nuclear family". We would call it "the all-American family". A working husband, non-working wife at home raising children. That family structure category has decreased in every year and is now only seven percent of our total family structures in this nation.

The largest increasing family structure is the single parent family: One parent with children, and that's 19 percent of the total families in this nation. More women in the work force, 56 percent of all women now work. The impact on our companies of two incomes, of busier, richer families shopping in our stores.

But to me, the most fantastic change in consumers demographically or physically is clearly the aging population. Life expectancy, both men and women at this point is now 74.2. Men live on an average of 69 years; women live on an average of 78 years. Traditionally, women live seven to nine years longer than men.

Something very significant happened in the year 1980 that has never happened before. In the year 1980, the number of citizens, our population over 65 years of age crossed over and became larger than our teenagers, 13 to 19. It never happened before, may never cross over again.

---

## Trade Association Liaison To Improve Communication With Lansing

Governor James J. Blanchard today announced the creation of a "trade association liaison" position within the Michigan Department of Commerce. He said the position was being created as a way for state government to respond to the important and "unique needs to trade associations in this state." Blanchard made his remarks to a joint session of the Michigan Society of Association Executives and Lansing's Capitol Club at a Lansing luncheon speech.

Blanchard said trade associa-

tion management is a major segment of the state's economy. More than 200 different organizations which represent trade and professional groups are housed in the Lansing area alone. These organizations "which touch the lives of tens of thousands of Michigan citizens in the widest variety of occupations and interests, are a significant, yet distinct, segment of the business and labor communities," the Governor said.

Blanchard said the new trade

association liaison "will perform a number of tasks to improve communication between us and build an even stronger relationship of cooperation."

Blanchard said that one of the major jobs of the new liaison will be to work with state associations to bring their national groups to Michigan for their annual conventions. "In addition, we will be able to provide you with Michigan tourism information and other material for distribution to your members."

**Best Wishes  
On Your  
68th Anniversary**

**Marks & Goergens, Inc.**

Sales and Marketing

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# AFD Annual Produce Seminar Set For March 27 and 28

The Associated Food Dealers, in co-sponsorship with Faro Vitale & Sons; Green Acres Produce Company; Harry Becker Produce Company; Ciaramitaro Bros.; Cusumano Bros.; Michigan Repacking & Produce Company; and Tony Serra & Sons, will present two one-day produce seminars for retailers, on Tuesday, March 27 and Wednesday, March 28, at the Fairlane Manor in Dearborn.

Wednesday's seminar will be a repeat of the Tuesday meeting, to accommodate attendance of store personnel, should either date be more convenient.

Many new and exciting ideas will be presented and subjects

covered will include:

- Produce: its place in your retail store operations today;
- Display presentation;
- Space management;
- Department analysis;
- Inventory control, planning sales and orders;
- Quality control, daytime and overnight care;
- Preparation and Storage;
- Customer relations;
- Packaging trends and guidelines.

Fred DeVries, acknowledged as the supermarket industry's leading produce merchandiser, will lead the

seminars. DeVries, "the man in the green-flannel smock" has won many individual produce-retailing awards. He believes produce is a fun business. He'll pack information, imagination, excitement, humor and down-to-earth practical know-how into his fun-packed sessions — as he shows your produce managers how he and other produce managers have boosted volume and profits and substantially increased percentages of net revenue in the produce department.

Cost of each session is \$48 per person, and includes an educational handbook, coffee breaks and luncheon. For additional details phone the AFD, 366-2400.

---

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

---





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A fresh look for Del Monte.  
Our new label is designed for impact, appeal, sales.  
It's Del Monte quality, coming on strong.

TAKE A NEW LOOK AT DEL MONTE.



Del Monte Dry Grocery & Beverage Products Group

# It's What's Up Front That Counts

by **William O. Haynes**, President  
Food Industry Services Company

What's happening in your store's front end? Are you satisfied with the results? Is it well managed? Can the front end in your store be more effective? These and other related questions must be answered affirmatively if what's happening up front is going to really count in your store and company.

As we move into the mid-80's the supermarket industry continues to show evidence of change. New technologies have found their way into the supermarket and into the front end. It is marvelous to see the results of a system which includes the UPC symbol, computers of all sizes, laser beams, terminals, adaptable checkstands, audio price calling, price files and check cashing devices to name a few. The applications of new technology hold much hope for the improvement of supermarket productivity and profitability. They should be carefully investigated and evaluated.

However, let's not forget the BASICS as they apply to the front end. No matter how much technology is utilized at the front end basic functions still need to be

performed and objectives met. This means people and management interacting together. It means customers being served at the highest level of employee competency. It means front end management who thoroughly understand their job, the customer expectation, the operational requirements and how to manage people. Indeed a big task but these are really the BASICS! Let's look at them in greater detail.

**BE THE BEST IN SERVING THE CUSTOMER.** This rates at the top of customer concerns. Turn customer service into a competitive tactic in the marketplace. Throughput in most stores needs improvement. Customers are entitled to 100% attention by front end personnel but seldom receive it. Define acceptable standards and procedures. When hiring front end personnel, select only those who have the potential to be excellent "customer oriented employees." Make customers the number one priority. Your sales and profits are at stake! **BEST CUSTOMER SERVICE equals MORE SATISFIED CUSTOMERS.**

**ALWAYS EXPECT THE BEST IN FRONT END OPERATIONS.** Today front end management must be aware of a multitude of operational concerns. Is a systematic method of scheduling being used? How's the physical appearance up front? Is a loss prevention program in place? Are cash, checks, food stamps, coupons, etc. being protected adequately? Are all policies written, communicated and understood? Has correct procedure been defined and is it being followed 100% of the time? Do your front end operations produce efficiency, accuracy, security and proper productivity? All of these items demand constant attention by those who manage

front ends — that's basic. **BEST OPERATIONS equals LOWER COSTS.**

**SUPERVISE EMPLOYEES WITH EFFECTIVE APPROACHES.** The task of supervising a large number of front end employees is enormous. Front end managers must be prepared to successfully communicate through verbal, written, and non-verbal forms. Listening skills need to be developed and used. Motivation is crucial and must be understood and practiced. Frequent evaluation of employee performance is essential. Is job satisfaction adequate? Do your employees like working in your store? The way you supervise makes the difference in how employees behave and perform. A multitude of problem situations are eliminated through sound management practices. **EXCELLENT SUPERVISION equals EXCELLENT PERFORMANCE.**

**INVEST IN TOTAL TRAINING OF FRONT END PERSONNEL.** This is one of the best investments that you will ever make. Yes, training doesn't cost — it only pays! Most supermarkets "short circuit" training in the front end. Too many times it is on a "sink or swim" basis which is very costly. Be sure a total training program is developed for cashiers and baggers. Allocate adequate resources of time and money to get the job done right the first time. Thoroughly understand the teaching/learning principles and processes. Cashiering and bagging are very significant jobs. Make sure quality training is accomplished! **BEST TRAINING equals LESS MISTAKES AND BETTER EMPLOYEES.**

**COMMITMENT TO INCREASED PRODUCTIVITY.** Productivity in  
(continued on page 16)



**WILLIAM HAYNES**

**WILLIAM O. "BILL" HAYNES** is a food distribution professor at Western Michigan University in Kalamazoo, Michigan and president of Food Industry Services Company, 6736 Pleasantview Dr. Kalamazoo, MI 49002 (616-327-3595).



**BE-A-PART-OF-IT.**

*Canadian Club*

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## UP FRONT

(from page 14)

the front end can be improved in most supermarkets. Observation and analysis of work methods by checkers and baggers is essential to the commitment. By coaching employees with hints for improvement and rewards for accomplishments, rings per minute and sales per labor hour will increase. Proper checking techniques must be taught in training. In a scanning environment, is the correct method of passing the product over the scanner being used? Too many scan stores are slower than non-scan stores. Re-training is an excellent approach. Prepare personnel for changes reflecting use of new technology. Sell change — it is healthy as long as it is non-threatening to employees. COMMITMENT equals INCREASED PRODUCTIVITY.

**SUCCESSFUL FRONT ENDS REQUIRE PROFESSIONAL MANAGE-**

**MENT.** Since this is a "people using technology" business the management element is crucial. Considering the tremendous responsibility of managing the front end plus the importance of this vital profit making area, you must have extremely competent managers who can get results through people. To do this requires an extensive front end manager development program including managing people, controlling operations, serving customers and managing self. All available front end seminars, educational programs and resources should be used for this purpose. PROFESSIONAL FRONT END MANAGERS equals SUCCESSFUL FRONT ENDS.

These are but a few of the concerns to be dealt with in today's supermarket front ends. The foregoing BASICS when applied to your front end will produce desirable results. They deserve your study and consideration in the search for increased profits. By doing this, what's up front in your store will count even more.



## **AFD Commits \$10,000 To Community Program**

Edward Deeb (right), executive director of the Associated Food Dealers, gives a check to V. Lonnie Peek (left), chairman of the Detroit-based Concerned Citizens Council, and Robert Jones (center), project director for CCC. The check is part of a \$10,000 commitment by AFD to participate in a special community program aimed at improving communications between neighborhood store owners and the community they serve. AFD and its members have made improved community relations a major goal for 1984 and have been working with groups such as the Detroit chapter of the NAACP, Detroit Urban League, CCC and Detroit Police Department to build more understanding between the store owners and neighborhood residents. "Members of our association are committed to bridging the communications gap that has existed," says Deeb. "Programs like this one are important steps toward reaching that goal."





# 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.



# Small Business And The Threat Of Crime

by **Robert Ficano**,  
Sheriff of Wayne County

The impact of crime on small business is staggering. Recent estimates indicate that the total loss may be as high as \$30 Billion this year. Based on this statistic, it's no surprise that retailers are hardest hit by crime. Small business owners are finding it unprofitable to operate due to suffering crippling losses year after year. As Sheriff of Wayne County, I can say that there is no universal prescription to offer in combating this problem. However, I do have a suggestion. Preventive rhetoric alone will not effect results. You need to establish an action-oriented program in order to reduce business crime.

The following businesses have successfully implemented crime prevention strategies for their respective operations involving employees, the community and police assistance:

**WENDY'S INTERNATIONAL** has recently announced a program for participating franchises to work with local police through "Wendy's Good Neighbor" program. This project provides crime prevention information and supportive literature on a variety of community crime prevention subjects.

**THE PRESBYTERIAN HOSPITAL OF NEW YORK** is designing a model employees education program using employee training programs, exhibits, literature and counseling on a request basis.

**PERRY DRUG STORES, INC.** recently held a lunch time crime prevention seminar and announced a new program, "It's Time to Put a Stop to It — We Prosecute All



**ROBERT FICANO**

Shoplifters." Under this program, Perry's will cooperate with all public agencies to pursue prosecution of shoplifting suspects.

I feel confident that individual actions and teamwork can combat crime and restore vitality to the business climate in Wayne County and all of Michigan. Together, we can effect positive change to adequately protect your employees, clients, customers and assets. In a highly competitive retail environment, an effective crime prevention program will reduce losses and increase earnings. Business should not be forced to divert \$4-billion a year from its profits to invest in security. Let's make crime a losing proposition.

I have been advised that AFD does have its own Crime Task Force of retailers and supplier members to review various crime problems and how to deal with them. Also, as a general rule, AFD does encourage its members to prosecute all cases of crime involving them. While this is a step in the right direction, perhaps additional avenues can be implemented on a regular basis.

Me and my office will be available to work with AFD and its members to help curtail crime in any way possible.

---

**Congratulations to the Officers, and Members  
of the ASSOCIATED FOOD DEALERS**

**Guzzardo Wholesale Meats, Inc.**

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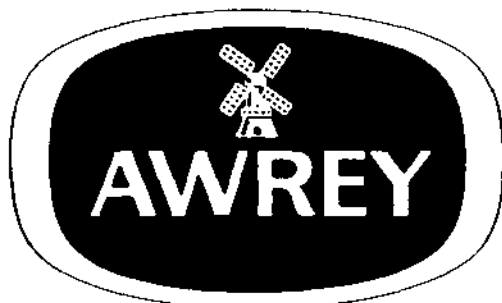
## **A SIGN OF GOOD TASTE.**

When you open a package with the name Jays on it, you just know you're in for a treat.

Well, that name you've come to know and love is on a whole line of delicious snack foods, from Cheezelets to corn chips to tortilla chips and more. And you'll enjoy them all as much as you enjoy Jays Potato Chips.

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MOE MARENTETTE, MANAGER  
HOME SERVICE DIVISION

## The Impact Of Price Increases

With some experts estimating that 1983's hot and dry weather will result in food price increases in 1984 of 4% to 7%, the food industry may have to intensify efforts to explain the food cycle to customers. Since the first militant group began picketing food stores over meat prices in Denver seventeen years ago, communication between retailers and their customers has been improved so that there is now a better general understanding among the public of why food prices react the way they do.

Current studies show that more customers understand that food distributors are simply the messenger carrying the bad news or the good news about food prices. Killing the messenger or picketing his store won't solve the problem.

The situation in 1984 may be different than in the intervening years. Food prices escalate during the recent periods of severe inflation, but then, so did the prices of almost everything else. In 1984, food prices could be the exception to the rule, since only moderate inflation is predicted in most other parts of the economy. With attention thus focused on our industry specifically, the questions from the press and from consumers are likely to be more frequent.

It is impossible to overlook the fact that 1984 is going to be an election year, with the every-fourth-year search for scapegoats and villains. In the past years, candidates for office have appeared in front of supermarkets with baseball bats, promising symbolically to beat down food prices if elected.

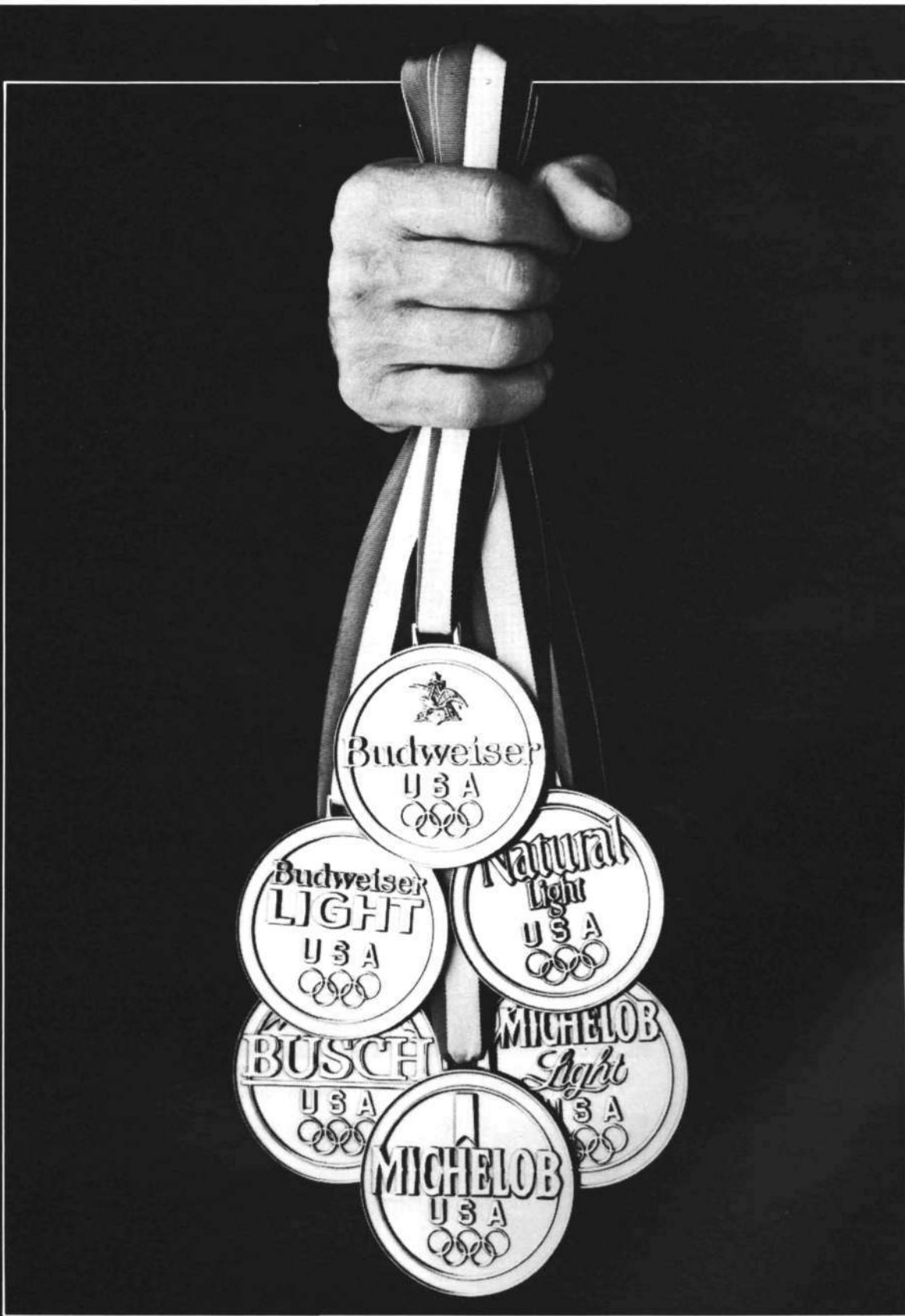
The events of 1966 helped awaken the food industry to the fact that we have been losing touch with our customers. The industry's move toward greater self service with all its efficiencies in the years preceding 1966 had resulted in a situation where our customers no longer knew us, nor did we know them. It was a rude awakening, but fortunately largely through the efforts of our trade associations, the industry did awaken and began to take the consumer into its confidence.

We realized that the customer did not know why food prices change — and had no way of knowing. (We found out that many of our own employees had no idea why this happened as well.)

**When customers were taken into our confidence, were given the facts, they usually understood what was happening. But there was no way they could know it, unless someone took the time to explain the food distribution cycle to them.**

Food distributors need to focus on this fact of life again, as the new year approaches. We will never have every consumer or every consumer group in our corner. But we can trust to the fairness of most of them.



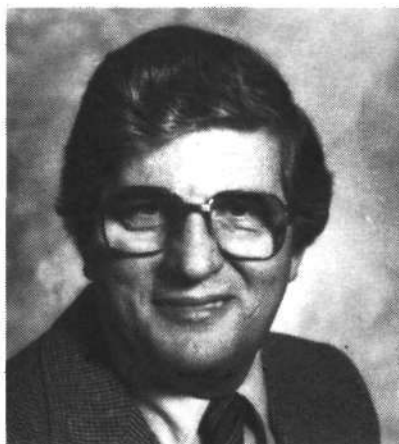


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do business, constantly offering the consuming public  
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## DIRECTORS, ADVISORS

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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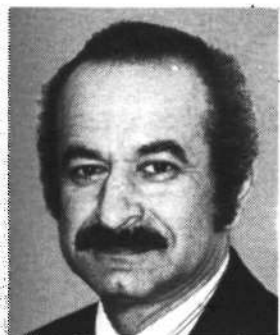
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ARE SINGING  
THE BAKING SONG**



THEY USE  
**CLABBER  
GIRL**

**MORE  
PROFIT  
FOR YOU**



# New Employees Need Orientation

Half-baked cookies make a very bad dessert. The same goes for employees. Half-informed employees can only do half the job. There is no better investment of an employer's time than spending the first day properly orienting a new staffer.

The first day of a new job represents a whole new world of promises for success. And a new employee walks into your door highly motivated, eager, cooperative and ready to go to work. How do you, the employer, keep that person on that "new employee high"? Well, that depends on the first impression YOU make.

New employee orientation is a sure way to make sure new personnel stay motivated and get accurate information about your organization. Tell new employees what is needed to accomplish their respon-

sibilities and be a part of the team.

Working hours, location of schedule, where to park, proper attire and store facilities should all be covered. Also inform them of their scheduled paydays, pay periods and deductions as required by Indiana state employment standards. Other areas such as safety benefits, absence policy, job training, employee purchases, etc. should be addressed as well.

It is best to present all of this information in a positive manner and encourage new employees to ask questions and express concerns about the company and their new positions. This extra effort on your part will go a long way to relieve the anxiety new employees experience. And you'll be able to give the right impression the first day. If you don't answer those questions, someone less qualified might. Faulty information or a negative impression could destroy the "new employee high".

It is helpful to use an employee orientation checklist. This way you can ensure giving the same information to all new employees. An example checklist follows:

- ☐ Working hours
- ☐ Location of work schedule
- ☐ Proper attire
- ☐ Where to park
- ☐ Store facilities
- ☐ Store safety rules
- ☐ First aid
- ☐ Injury reporting
- ☐ Safety precautions
- ☐ Payday
- ☐ Pay period
- ☐ Deductions
- ☐ Insurance
- ☐ Vacations
- ☐ Holidays
- ☐ Absence or tardiness procedure
- ☐ Employee purchases
- ☐ Pilferage
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- ☐ Customer accidents
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# Small Businesses Get New Tax Relief

Legislation (H.B. 5160) providing \$18.5 million in additional tax relief to small businesses was signed into law by Gov. James J. Blanchard. The relief took effect January 1, the date of a \$165 million rollback in the state income tax on individuals.

"This legislation provides significant tax relief to small businesses and will boost our efforts to strengthen and encourage this vital segment of Michigan's economy," the Governor said. "Small businesses will provide the lion's share of new jobs in Michigan. This relief, combined with our other initiatives to assist small business, will help more businesses stay in business and will lead to the creation of new ones."

He continued, "This relief recognizes that in unprofitable

years a small business simply cannot afford a heavy state tax liability. With this expanded credit, all small businesses — as well as entrepreneurs considering starting a new business in Michigan — will know that in unprofitable years their state tax liability will be held to a minimum."

The legislation sponsored by Representative Pat Gagliardi (D-Drummond Island) received strong bipartisan support in the Legislature and was enacted without a dissenting vote. The tax relief is one of Governor Blanchard's 20 economic initiatives for moving Michigan ahead, as outlined in his October 6 speech to the Legislature.

The legislation expands the existing small business credit in the Single Business Tax to provide relief

for businesses with gross receipts of less than \$6 million and business income less than \$450,000. The maximum credit also is raised from 50 percent to 90 percent. The new standards will mean that nearly 83 percent of all firms paying the Single Business Tax will fall under the \$6 million ceiling and may be eligible for the credit, which is estimated to total \$43.5 million in the new year.

The Governor noted that not only small businessmen and women will enjoy tax relief in 1984. On January 1, all taxpayers will see a 35 percent cut in the temporary withholding increase enacted earlier this year to save the state from bankruptcy and eliminate the state's \$1.7 billion deficit. The cut is the first of four scheduled rollbacks in the current 6.35 percent income tax rate.

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## Burglary Prevention Tips

More than 3 million burglaries and 415,000 robberies occur every year in the United States. Approximately 35 percent are committed in business establishments, including food stores.

Crime statistics show approximately 70% of all illegal entries occur through doors 26% through windows, 3% through roof openings and one percent through walls. When illegal entry is made through a wall, it is often through a "party" wall, i.e., a wall separating two or more business establishments.

More than 25 percent of the burglaries of business establishments occur without any sign of forcible entry. The reason for this incredibly high rate of nonforcible illegal entries include: (1) Someone forgot to lock a door. (2) The burglar had a store key. (3) The burglar hid in the store until after closing time, and after burglarizing the store, exited through a door locked only from the outside. (4) An inexpensive and ineffective locking device was "picked" by the burglar.

Typically a burglar will attempt to first gain entry to the store by the easiest way possible — through a door. If all perimeter doors are adequately secured, the burglar will try another way to enter the store, perhaps through a window, air vent or roof hatch.

## Congratulations To The Associated Food Dealers On Your 68th Anniversary



General Mills

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# ASSOCIATED FOOD DEALERS 68<sup>TH</sup> ANNIVERSARY BANQUET

**Tuesday, March 20, 1984  
at Royalty House, Warren**

**ENTERTAINMENT • BALLROOM DANCING • PRIZES**



**Famous artists GAYLOR AND HOLIDAY**  
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which will include the Chuck Robinette Orchestra,  
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and strolling violinists.

## THE PROGRAM

### Invocation

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Dennis Hoppe, President DAGMR  
Lawrence Joseph, AFD Chairman

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### Special Presentations:

Sen. Michael O'Brien

Rep. Curtis Hertel

Installation of Officers and Directors

Entertainment — Dancing

PRIZES: First Intermission



**SENATOR LEVIN**

### BANQUET COMMITTEE:

Phil Lauri, Chairman; Tom Simaan; Allen Verbrugge; Iggy Galante; Don Harrington and Phil Saverino

### IN APPRECIATION:

The Associated Food Dealers, on behalf of our over 3,400 members, who employ over 43,000 persons, is appreciative of the cooperation offered by many of the food and beverage suppliers in planning this event. In particular, we thank the following firms for their generous participation and co-sponsorship.

### COCKTAIL HOUR:

Pepsi-Cola Bottling Group

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### DINNER WINES:

Wide World  
L&L Wine & Liquor

### PRIZES:

AFD and Friends, drawing  
during first intermission

**Congratulations to  
the Associated Food Dealers  
on your 68th  
Anniversary.**



## **New! Low Alcohol Beer**

The Stroh Brewery Co. announced it will offer a low alcohol beer this spring.

The low alcohol or "L.A." beer will have about one-half the alcohol of regular beer, said John A. Bissell, group vice-president — marketing.

"Current research indicates that consumer interest in L.A. beers is growing, and the beer must taste good. Our brewing people have now developed a product that meets this demand for L.A. beer and has the taste of regular beer."

## **New! No Alcohol Beer**

Just when we thought we've heard it all — along comes a non-alcoholic beer. Brand named "Moussy" — from Switzerland.

Cardinal Brewery of Fribourg, Switzerland, manufacturer of Moussy, leaves the taste of the beer intact, according to a brewery representative. The beverage is brewed just like a beer with malts, barley and fermentation, he says, but the beverage undergoes an additional process to remove alcohol.

Moussy could benefit from the recent enactment of stiffer penalties for drunk driving. The beverage offers an alternative to Perrier in the tavern, and can appeal to the businessman who doesn't want to "overdo" on the lunch hour.

Whether it will catch on here is an interesting question — but Moussy is already the leading non-alcoholic beer in Ireland.

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COMP-U-CHECK has the largest database of derogatory information of bad-check passers in the state of Michigan, as well as a significant nationwide file.

Many AFD members are using COMP-U-CHECK's DIRECTORY SERVICE. This new package offers even faster service, as well as a check collection program. Remember, CHECK GUARANTEE SERVICE is also available to AFD members.

For a specific price quote or further information, call AFD at (313) 366-2400, or COMP-U-CHECK Regional Manager Gerald Mangan or Director of Marketing Ed Ebsworth at (313) 569-1448.

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<small>CONTRACT NUMBER</small> 365 036 429 0 210		<small>BLUE CROSS</small>	<small>BLUE SHIELD</small>
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## What Is The AFD?

When you are asked this question give this answer based on that of Justice Frankenthaler of the New York Supreme Court: "The Association Food Dealers is to the food industry what the Bar Association is to the lawyer, and the Medical Association is to the doctor. It is a force for good. It is a force for the betterment of its practitioners and the public they serve."

In such an association there are guides and standards of discipline, which tell the community the sense of integrity, high ideals and service of the men and women engaged in an honorable profession."



Beatrice Foods Co.



Beatrice. You've known us all along.

## Aluminum Cans

The aluminum cans that dominate today's beverage can market are almost 50 percent more energy-efficient than their predecessors of a decade ago, according to findings published in a new brochure prepared by the Aluminum Association.

The brochure, "Energy and Aluminum Beverage Can: A Story Worth Telling," discusses the aluminum industry's ongoing efforts to reduce the amount of energy required to manufacture all-aluminum beverage containers.

In 1972, aluminum companies and can makers consumed 6,365 BTUs (British Thermal Units) of energy to produce the metal and fabricate one standard all-aluminum beverage can. By 1982, this figure had dropped to 3,455 BTUs, a 46 percent decrease in just 10 years.

The energy-use reductions have been achieved as a result of expanded recycling programs, reductions in the amount of aluminum required for each can, and improved energy-efficiency in the can manufacturing process.

The brochure points out that the aluminum industry's commitment to energy conservation is most visible through its nationwide recycling programs. "It is a commitment that brings positive recognition to the companies that distribute and sell beverages packaged in aluminum," the brochure says. "And it is a commitment the aluminum industry takes seriously."

More than 1.12 billion pounds of used aluminum cans were recycled in 1982. "This," the brochure reports, "represents approximately 28.3 billion cans, or more than 55 percent of the aluminum beverage containers produced during the same period."

Recycling saves about 95 percent of the energy needed to produce aluminum from ore and that, the brochure says, "is good for aluminum producers, their customers and every consumer."

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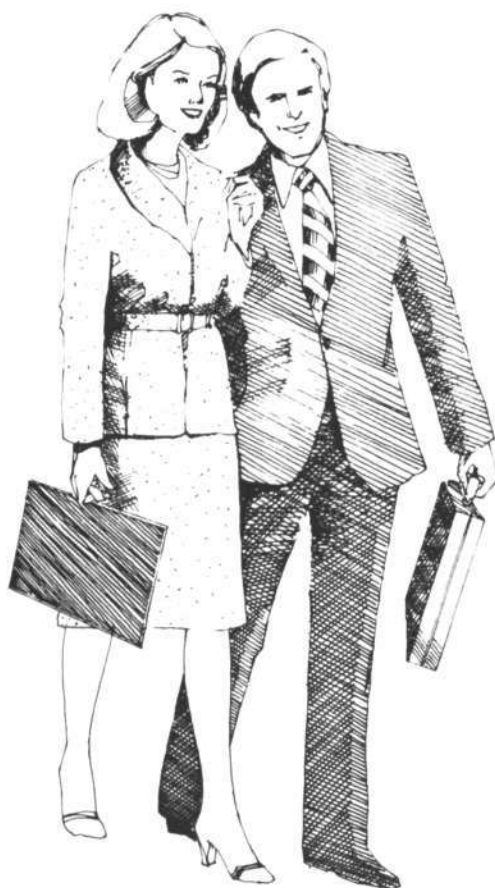
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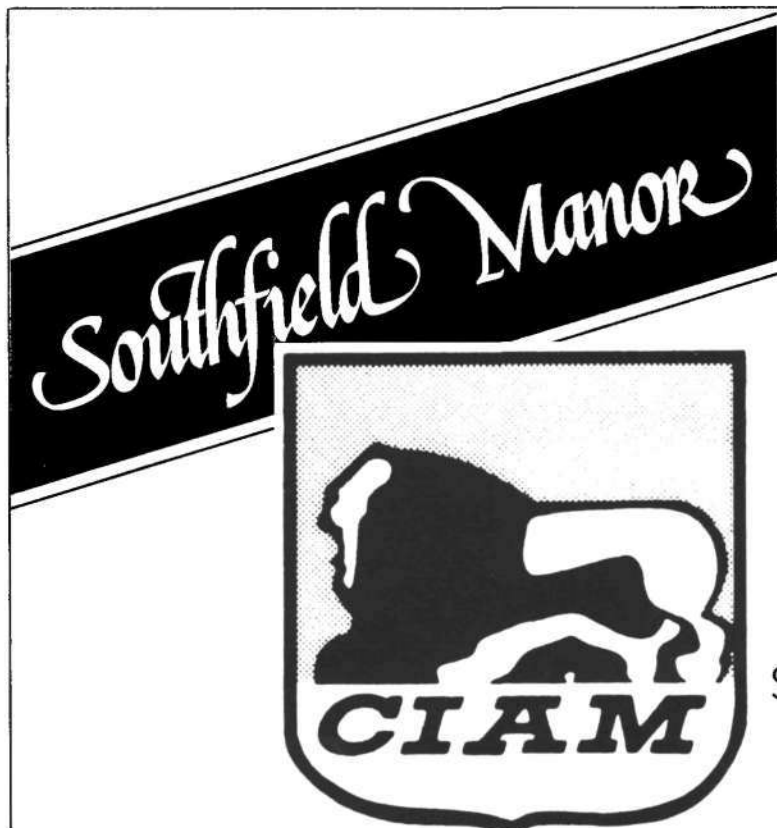
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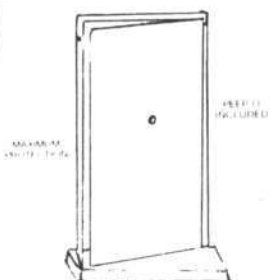
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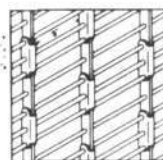
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Featuring 5/16" Diameter Zinc Coated Steel Rods from Battle Iron Steel Most Corrosion Resistant Steel Available

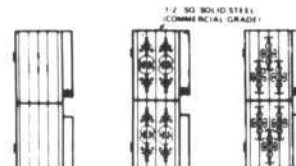
with 3/4" x 1/8" aluminum 3/4" x 1/8" roll up grilles for the top of the door. (grille is an investment in strength and long lasting quality)

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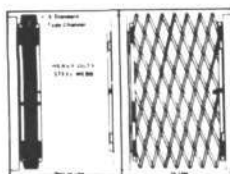
### WINDOW GUARDS



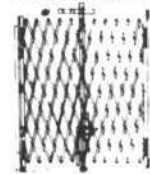
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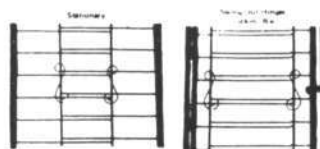
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**Help Save The Dairy Cases!**

---

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WORTH OF DAIRY CASES  
ARE LOST OR STOLEN  
IN MICHIGAN EACH YEAR  
BECAUSE OF  
CARELESSNESS**

The loss of dairy delivery cases in Michigan is affecting the food and beverage industry where it hurts — as the \$50-million annual value of lost cases is ultimately reflected in the price of dairy products. It is very important for our industry to keep food prices down — so, let us all do our share to help solve this serious problem of lost dairy delivery cases. Remember — each dairy case lost is about \$4.50 lost!

Also — State of Michigan law stipulates that milk cases are the rightful property of the dairy producers and must be returned, regardless of how obtained. Cases are marked with dairy name or trademark which is registered with the Michigan Dairy Foods Association.

**DAIRY CASE LOSSES  
AFFECT EVERYONE!**



Published as an industry service by



**ASSOCIATED FOOD DEALERS**  
on behalf of our 3,500 members in Michigan



***Best Wishes for  
Continued Success  
to the AFD***

## **FRITO-LAY, INC.**

1000 Enterprise Drive  
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Phone (313) 271-3000



## **NEWSNOTES**

Mid-America Food Brokers and Continental Food Brokers merged their companies, recently, to become Ameri-Con, Inc., with offices in Detroit, Grand Rapids, Saginaw and Toledo, Ohio.

...

The Pfeister Company, Livonia, and Clark Food Brokers, Grand Rapids, also announced their merger. The Pfeister Company service the entire State of Michigan, Toledo, Ohio, and Ft. Wayne Indiana. Clark Food Brokers will continue to serve the Western Michigan marketing area as the Pfeister Clark Company, with offices in Kentwood, Michigan.

...

Cadillac Coffee Company, Detroit, has appointed Richard "Rick" Spagnuolo of Saginaw as sales representative for the Flint, Saginaw, Midland and Bay City area.

...

Dan Inman has announced the appointments of Dennis Hoppe and Dale Thurston to the Management Operating Group (MOG) of Paul Inman Associates, food brokers, based in Farmington Hills, Michigan.

...

Robert Bobbitt has been appointed sales manager, and Robert Poirier was promoted to district sales manager, at Coca-Cola's Van Buren Distribution Center. Bobbitt will be responsible for training and supervising the sales force and merchandising staff. Poirier will be responsible for sales in the southern area of the Van Buren district.

...

Coca-Cola also announced that Allen Pugliese was promoted to plant manager of the Lyndon Avenue Canning Plant in Detroit.

### **New Supplier Members**

**EVERGREEN FOOD SUPPLY COMPANY**, oriental foods, 20736 Lahser Road, Southfield, Michigan 48034; (313) 358-4740.

**GOOD HUMOR CORPORATION**, ice cream products, 6900 Wagner, Detroit, Michigan 48210; (313) 894-1490.

**JOHN HUETTEMAN & SONS, INC.**, cheese broker, 29810 Harper Avenue, St. Clair Shores, Michigan 48082; (313) 296-3000.

**J&M FOOD & RESTAURANT SERVICE**, plumbing repairs and service, 23810 Schoenherr Road, Warren, Michigan 48089; (313) 445-0653.

**MACOMB TOBACCO & CANDY COMPANY**, distributors of tobacco and candy, 21411 Gratiot Avenue, East Detroit, Michigan; (313) 775-6162.

**TOWNE CLUB BEVERAGES**, bottler and soft drink retailer, 25109 Ryan Road, Warren, Michigan 48091; (313) 756-4880.

These new members, and all AFD supplier members, and advertisers, deserve your support and patronage. Please refer to the AFD Suppliers' Directory in this publication.

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Tropicana**

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419-473-9741**



*the food people!*

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TOGETHER TO  
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THEIR  
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**SPARTAN STORES INC.**  
GRAND RAPIDS and PLYMOUTH, MICHIGAN



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# Support These AFD Supplier Members

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Wonder Bread . . . 963-2330

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Vic Wertz Distributing Co . . . 293-8282  
E.J. Wierfman Co . . . 521-8847

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Embassy Distributing . . . 352-4243  
Estabrooks Marketing . . . 553-3637  
Five G's Food Brokers . . . 286-8555  
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Paul Inman Assoc . . . 626-8300  
Karas and Company . . . 855-2013  
McMahon & McDonald . . . 477-7182  
Marks & Goergens, Inc. . . . 354-1600  
Northland Marketing . . . 353-0222  
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Sosin Sales Co . . . 557-7220  
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Mich Whistle Tobacco & Candy . . . 923-2808  
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Stroh's Ice Cream . . . 961-5843  
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Ira Wilson & Sons Dairy . . . 895-6000

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Hadley Fruit Orchards . . . 569-7030  
Michigan Repacking & Produce Co . . . 841-0303  
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Tony Serra & Sons Produce . . . 758-0791  
Faro Vitale & Sons . . . 393-2200

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Energy International Corp . . . 362-4266  
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Nu-Method Pest Control Service . . . 868-1543  
Rose Exterminator Co . . . 588-1005

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General Mills, Inc. . . . 354-6140  
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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  
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M&G Foods, Inc. . . . 893-4228  
Maxwell Foods, Inc. . . . 923-9000  
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Midwest Sausage & Corned Beef . . . 875-8183  
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Regal Packing Co . . . 875-6777  
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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'r . . . 591-2300  
Port Huron Times Herald . . . (1) 985-7171  
WDIV-TV . . . 222-0444  
WJBK-TV . . . 557-9000  
WJOL-FM . . . 222-2636  
WWJ-AM . . . 222-2636

## MONEY ORDERS:

Associates Financial Express . . . 396-8745

## 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  
Frilo-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  
Bowling Display Co (signs) . . . 278-6288  
J.H. Corp . . . 582-2700  
Stephen's Nu-Ad Adv & Prom . . . 521-3792  
Stanley's Adv. & Distributing . . . 961-7177

## REAL ESTATE:

Bulls & 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:

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 Enterprises . . . 547-2813  
Gulliver's Travels . . . 567-2500  
Intro Marketing . . . 646-8655  
J&M Food & Restaurant Service . . . 445-0653  
Melrose Linen Service . . . 366-7700  
Preferred Marketing Service . . . 569-4042  
Pro Demos, Inc. . . . 348-3050  
Reed, Roberts & Assoc . . . (1) 852-6600  
Retail Demonstrators, Inc. . . . 527-2882  
A.J. Shaheen Electric Co . . . 882-3710  
M.A. Young, Consultant . . . 477-1111  
Suburban Coffee Service . . . 541-8522

## SPICES & EXTRACTS:

Rafal Spice Company . . . 962-6473

## EQUIPMENT, STORE SUPPLIES:

AAA Pallet Co . . . 892-4360  
Almor Corp . . . 399-3320  
Belmont Paper & Bag Co . . . 491-6550  
The Butcher Supply . . . 522-4675  
Gayl-Inn Corp . . . 471-4080  
Hobart Corp . . . 542-5938  
Hussman Refrigeration, Inc. . . . 471-0710  
Liberty Paper & Bag Co . . . 921-3400  
Multi Refrigeration, Inc. . . . 399-9000  
Pappas Cutlery & Grinding . . . 965-3872  
Zack Enterprises, Inc. . . . 554-2921

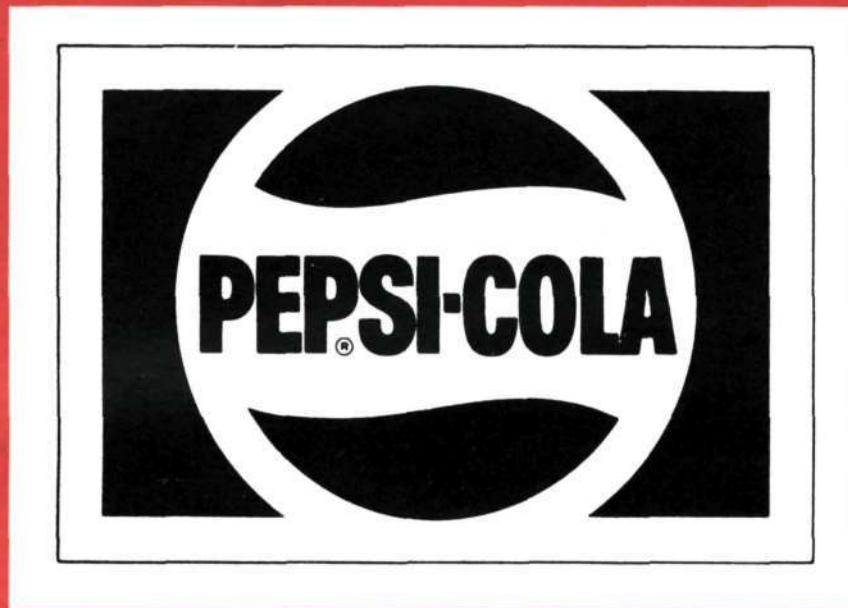
## WAREHOUSES:

Armen Berry Warehouse . . . 964-3069  
U.S. Cold Storage . . . 791-7316

## WHOLESALE, FOOD DISTRIBUTORS:

Associated Grocers of Mich (517) 694-3923  
Bay City Milling & Grocer Co (517) 892-5593  
Central Grocery Co . . . (1) 235-0605  
Detroit Marine Supply Co . . . 842-2760  
Jerusalem Falafel Mfg. Co . . . 595-8505  
Kap's Wholesale Food Service . . . 471-4080  
Kramer Food Co . . . 585-8141  
Loddy Wholesale Co . . . 272-2218  
M & B Distributing Co . . . (1) 767-5460  
Metro Grocery, Inc. . . . 871-4000  
Philip Diender & Co . . . 921-3310  
Rainbow Ethnic & Spec'y 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  
United Whistle Grocery Co . . . (616) 878-2278  
Abner Wolf, Inc. . . . 943-3368





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