

# Management Adviser

---

Volume 9 | Number 6

Article 1

---

11-1972

## Letters

Lee J. Giuilano

John Rapp

Richard C. Funk

Follow this and additional works at: <https://egrove.olemiss.edu/mgmtadviser>



Part of the [Accounting Commons](#), [Business Administration, Management, and Operations Commons](#), and the [Management Sciences and Quantitative Methods Commons](#)

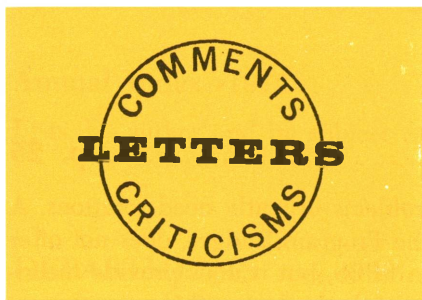
---

### Recommended Citation

Giuilano, Lee J.; Rapp, John; and Funk, Richard C. (1972) "Letters," *Management Adviser*. Vol. 9: No. 6, Article 1.

Available at: <https://egrove.olemiss.edu/mgmtadviser/vol9/iss6/1>

This Article is brought to you for free and open access by the Archival Digital Accounting Collection at eGrove. It has been accepted for inclusion in Management Adviser by an authorized editor of eGrove. For more information, please contact [egrove@olemiss.edu](mailto:egrove@olemiss.edu).



Dear Sir:

You had asked for comments on your July-August, 1972, issue of *MANAGEMENT ADVISER*, wherein the entire issue was devoted to a review of the food industry.

I am sure that those that are interested in the food industry found the magazine of real value. Although the concept of an in-depth review is certainly meaningful, it seems to me that the benefits cannot be derived by devoting an entire issue of your regular monthly magazine to such studies. In the past, your magazine has been an excellent value to me, but if you were to pursue in-depth studies as a regular routine, I would find the magazine of much less value.

Sincerely,

*Lee J. Gualano*  
Director of Business Management  
Consumer Products Division  
Motorola Inc.  
Franklin Park, Ill.

Dear Sir:

I found the July-August issue of your magazine most interesting because in focusing on the marketing problems of the processed food industry valuable information was supplied on many related operating matters. I would welcome your concentrating on the marketing problems of a single industry from time to time. Quite apart from my personal preference, I think it will not hurt the image of the profession to spell out for the readership the extent to which certified public accountants are concerned with the nitty-gritty of the facts behind the figures.

Sincerely,

*John Rapp*  
Louis Sternbach & Company  
New York, N.Y.

Dear Sir:

Thank you very much for sending along a copy of your July-August, 1972, *MANAGEMENT ADVISER*.

We have read the publication from cover to cover. I think that you are to be congratulated on the conception that you have relative to talking about an industry in depth. Certainly regular readers of this publication will be pleased with your efforts.

We certainly want to make it clear that we are appreciative of the mentions that were made in

this publication about frozen foods and their importance to the food-service industry in helping them to cut their operating costs. One of the things that was absent in the series of articles that were presented was the complete story of the wholesaler of the food items and the extreme importance of his function in the industry.

The publication just mentioned the wholesaler very fleetingly in the lead article by Neil Doppelt. Thereafter, your publication talked about the industry in general, the retail grocer, the foodservice operator, the manufacturer, and the manufacturer's broker agents, without touching on the very important wholesale distributor, who really becomes the financier, the door-to-door salesman, the warehouseman, the transportation expert, and the owner of the food products during their flow from manufacturer to end-user.

This is really not meant as a criticism but perhaps, sometime in the future, it would be possible for us to assist you in developing a feature story expressing the functions and importance of the wholesale distributor.

Keep up the good work.

Most cordially,

*Richard C. Funk,*  
Executive Director  
National Frozen Food  
Association, Inc.  
Hershey, Pa.