



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

JULY, 1969



Hamady's Nabs Dairy Honors

Hamady Bros. Super Markets, an AFD member, was the recent winner of the grand prize for dairy promotions by the American Dairy Association at ceremonies in Flint. Luke Hamelin, second from left, receives citation from top officers. Flanking him, from left, are Ted Hamady, Francis Belill, and Jack Hamady, an AFD director.

MEET THE WINNERS IN MICHIGAN'S FAMILY FUN SWEEPSTAKES

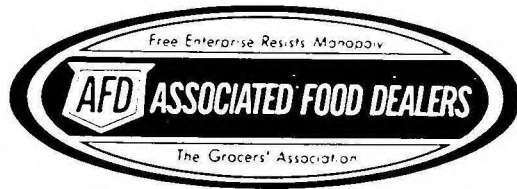
WRIGLEY'S—TRUMBULL & GRAND RIVER, DETROIT
BAYWOOD MARKET—SAGINAW MICHAEL'S PARTY
STORE—GRAND RAPIDS COOLIDGE PARTY STORE—
BERKLEY K-MART #112—FLINT BUY-LOW MARKET
—THREE RIVERS A & P #437—KALAMAZOO K-MART
—MONROE TEMPO FOOD—ADRIAN JACK'S PARTY
STORE—WESTLAND JOY DRUGS, 27342 JOY ROAD—
DETROIT BRIDGMAN SUPERMARKET—BRIDGMAN
FOODLINER—PINCKNEY FARMER JACK'S—ADRIAN
NEW-AY SUPERMARKET—LUDINGTON ALEX KATS—
RICHMOND GRUBER MARKET—DUNDEE PARISH
ROAD & GROCERY—KAWKAWLIN EBERHARD'S #12—
LANSING J & V MARKET—ROCHESTER RICHERT'S
GROCERY—SAGINAW CARL'S MARKET—MANISTEE
SCHMIDT SUPERMARKET #3—LANSING ARNOLD'S
MARKET—PONTIAC JACK SHAFFERS—UNION CITY
HENGESBACK BROS.—MT. CLEMENS HAMADY #37—
FLINT BIRMINGHAM DRUGS—BIRMINGHAM BUD
MINDER—JACKSON LINERY'S FOOD FAIR—GRAND
RAPIDS KROGER—SOUTHGATE NORTHSIDE IGA—
GRAND HAVEN BLACK'S IGA—MICHIGAN CENTER
LAKESHORE MARKET—ST. JOE HAMADY #33—FLINT
DAVIS GROCERY—PORT HURON DEAN'S CANTEEN—
TRAVERSE CITY CHUCK'S GROCERY—CHEBOYGAN
GIANT SUPERMARKET—BIG RAPIDS OADE PARTY
STORE—EAST LANSING D & H GROCERY—ST. CLAIR
LUKE'S BEER STORE—MARINE CITY GREAT SCOTT
—ANN ARBOR KROGER—ALPENA POINTE PARTY
& WINE SHOP—GROSSE POINTE BIG WAY MARKET
—ROCHESTER JANIK'S MARKET—DEARBORN BIG
A SUPERMARKET—DETROIT TEMPO FOOD—ADRIAN
MILE'S MARKET—FLINT KROGER—GRAND RAPIDS
BLACK'S IGA—MICHIGAN CENTER—BIRMINGHAM
MARKET—DEARBORN HEIGHTS—DETROIT
KOCH'S PARTY STORE—WYANDOTT
FOODLINER—PINCKNEY FARMER JACK'S
D & H GROCERY—ST. CLAIR MILES MARKET—PONTIAC
MT. ELLIOTT PARTY STORE—DETROIT—DEARBORN
LAKESHORE MARKET—ST. JOE HAMADY #33—FLINT

PEPSI-COLA

ALWAYS A WINNER!

Congratulations, and remember, everybody's
a winner when Pepsi-Cola is on display.

"PEPSI-COLA" AND "PEPSI" ARE REGISTERED TRADEMARKS OF PepsiCo, INC.



Re-Cap of FTC Advertising Allowance Guides

Recently, the final advertising allowance guides which incorporate changes recommended by various businesses and trade organizations, were adopted by the Federal Trade Commission (FTC). They became effective June 2. The guidelines are generally similar to those proposed last March, but the commission since adopted some significant changes and even added a completely new guide.

The new guide spells out new responsibilities of sellers advertising in newspapers or on radio and TV stations, and outlines some of the things the advertising media must do to insure that all customers of the seller are treated fairly. Of particular interest, according to the FTC, which approved the guide by a 4-1 vote, are guides No. 6 and 8, which are reproduced here for your general information and files:

Guide 6 — Need For A Plan

(B) The seller should take action designed to inform all of his competing customers of the existence of and essential features of the promotion plan in ample time for them to take full advantage of it.

Guide 8 — Seller's Duty to Inform

(A) The seller should take reasonable action, in good faith, to inform all his competing customers of the availability of his promotional program. Such notification should include all relevant details of the offer in time to participate. In the alternative, such notification should include a summary of the essential features and a specific source to contact for further details on a specific promotion. The seller can make the required notification by any means he chooses, but, if he wants to be able to

show later that he gave notice to a certain customer he is in a better position to do so if it was given in writing.

(B) If more direct methods of notification are impracticable, a seller may employ one or more of the following methods, the sufficiency of which will depend upon the nature of the industry and the complexity of his own distribution system. (3) The seller may publish notice of the availability and essential features of a promotional plan in a publication of general distribution in the trade.

(Example 2-D. Placing an announcement of the availability and essential features of promotional programs, and identifying a specific source for further particulars and details, at reasonable intervals in publications which have general and widespread distribution in the trade, which are recognized in the trade as means by which the sellers announce the availability of such programs.)

(C) A seller who follows any procedure reasonably designed to inform all his competing customers of his promotional program, including any of the procedures illustrated under Example 2 above, will be considered by the commission to have fulfilled his "good faith" obligation under this section if he accompanies such procedure with supplementary measure (to assure all retailers are being notified of various promotions).

(Editor's Note — The Food Dealer, award-winning magazine of the AFD and for the food industry of Michigan, is considered to be such a publication of general distribution in the food trade, and would serve to fulfill commitments or regulations adopted by the FTC. For any further information, contact the advertising manager at (313) 542-9550.)

AFD Board Approves Food Course This Fall At WSU

The Associated Food Dealers board of directors has approved plans to begin a food distribution course next September at Wayne State University, it was announced by Harvey L. Weisberg, president. The first session of the 10-week course begins Wednesday evening, Sept. 24 at 7 p.m. in McGregor Memorial Center on the WSU campus.

Each session of the course will last three hours each, from 7-10 p.m., with a break in between. The first session will be an introduction, and the final session will be a

review of the course and brief formal ceremonies. In sponsoring the course in cooperation with WSU, the AFD and the university will jointly present Certificates of Achievements upon satisfactory completion of the course. Between 125 and 150 persons are expected to enroll in the course.

Weisberg said response from members of the AFD and non-members as well has been most enthusiastic. The course, to cost \$50, is available to those doing business in Michigan's food industry. For further information, phone the association's executive director, Ed Deeb at (313) 542-9550.

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Fires In Food Stores Rising

Fires in food stores are occurring at the alarming rate of more than 100 a week, and the average loss per fire is almost \$5,000 according to a recent survey of the National Fire Protection Association in conjunction with Independent Grocers' Alliance (IGA), Chicago. Annual losses from food store fires total about \$28 million, and the number of fires in food stores averages almost 6,000 annually.

The study also showed that a burglary takes place every 23 seconds in the U.S., and reported that many leading retailers have been forced to raise prices solely to cover losses from crime. Employee and customer accidents are likewise cutting into the profit of food merchants, according to the report. It also showed that insurance, particularly fire insurance, is virtually unavailable in high risk areas.

DAGMR Welcomes 6 Members

The Detroit Association of Grocery Manufacturers' Representatives has elected six new members to its roster, it has been announced by Al Hoppe, president. They are: Ross Dimmel, of Wilson & Company; Charles Batcheller, Sullivan Sales; Ed Boccomino, Acme Detroit Food Brokerage, Torkild Nielsen, Michigan Wineries; Robert Aubin, The Detroit News; and Ronald Milks, Independent Biscuit Company. All firms are AFD members.

The AFD Is The Largest and Most
Active Food Trade Association
in Michigan.

Are You On The Team?

If Not, Phone 542-9550

Affiliated with the
NATIONAL ASSOCIATION OF
INDEPENDENT FOOD RETAILERS

Donald LaRose, President

Beverage Bills Affecting Merchants Must Wait Until Oct. For Action

Among the important measures involving alcoholic beverages in the Michigan Legislature, at least two have been stranded and remain in committee until the next session which convenes in October. They are the (1) minimum mark-up on beer bill, and (2) the measure designed to waive the "500 foot law" as it pertains to package beer, wine and liquor licensees.

House Bill 3181 would provide a minimum markup of 22% on beer and ale. The measure, which easily passed the House, would bring alcoholic beverage sale practices in line with one another. The other, House Bill 3372, sponsored by the Associated Food Dealers, would allow retailers to locate within 500 feet of a church or school.

The law which prevents retailers from locating within that distance from a church or school actually was inaugurated in 1945 and was supposed to pertain only to bars and taverns. It was not designed to involve retail stores who sold for consumption away from the premises.

AFD executive director Ed Deeb, and Ted Stawick, of Abner A. Wolf, Inc., a member of the Association's Legislative Committee, have been working vigorously on this measure ever since it was first introduced last year, but later vetoed by former Gov. Romney.

Both measures have passed the House and are awaiting action by the Senate.

H.B. 3372 was passed by the Senate with a 20-6 vote, only with an amendment tacked onto it. The amendment stated that taverns should be included in the measure. The Senate amendment was rejected by the House, and thus the bill was sent to a Conference Committee consisting of members of both chambers. Formal action is not expected on the measure until Oct. 6 when the Legislature reconvenes. The bill had already passed the House.

Del Monte Round-Up Time

The Del Monte Round-Up is galloping into its 24th season. This year's all new point-of-sale materials show cowboys performing in the West's biggest spectacle. The annual sale begins Sept. 16 and runs through Nov. 3. Point of sale or POP material can be obtained from the local Del Monte sales representative, or by writing the firm's promotion department, 215 Fremont Street, San Francisco.

Memo from Faygo

by
MORTON FEIGENSON
President



Our newest marketing expansion, this time into Cleveland, Akron, Canton, Youngstown and Warren, was kicked off last month when Faygo hosted more than 50 buyers from those Ohio areas at a dinner meeting.

The gathering provided a forum to document the "Selling Proposition" that displaying Faygo and private label flavors together in soft drink departments puts them to work SYNERGISTICALLY, and results in bigger sales volumes for both.

We found our guests very much like their buying-decision counterparts in other Ohio, Michigan, Indiana and Ontario markets where Faygo has earned dominant sales roles since mid-1965 — sharp, alert and aggressive.

Accordingly, we appreciated another opportunity to tip our hats to those responsible for the efficiencies now inherent in food product distribution, the most competitive field in all America. At the same time, we couldn't help deploring: Why are consumers generally so unaware of these dedicated efforts which keep holding prices down to minimum levels?

* * * * *

For Jack Lockhart, Faygo's new Director of Marketing, the dinner gathering was "first baptism under fire." Still, he presented the SYNERGISTIC PROPOSITION so well that much larger than anticipated first shipments of Faygo flavors are already traveling into our new areas of market penetration.

Although lacking soft drink sales experience, Jack came to Faygo with a good grounding in marketing other type packaged goods. He firmly believes warehouse distribution the logical method for Faygo or any other brand-name soft drink producer best serving cost-conscious supermarket industry needs. So do we, and we can envision more room opening up in all Faygo's areas of activity for other "outsiders" like him.

* * * * *

Faygo's newest drink, "Dutch Creme Soda," is recording exceptionally high initial sales. But it's too early to call it a winner, because we suspect much of the initial enthusiasm is coming from those consumers prone to trying anything new.

Depending on their reaction, such consumers always give a new product word-of-mouth currency which attracts others to try it—or, influences others away from it. We will wait a while before assessing the real potential of Faygo's Dutch Creme Soda.

* * * * *



ED DEEB

OFF THE DEEB END

Mission: Stockboy

Would you believe there is one job category in food stores that, collectively, controls over \$54 billion worth of retail food and grocery sales nationally? Would you also believe that, generally, very little emphasis is placed on this job which can mean the difference between average and big success?

I'm talking about the stockboy. It is he who is responsible for seeing that the shelves are fully stocked with merchandise, so that a customer does not go away empty handed. It is the stockboy who, in many cases, is the only real communications link between a shopper and the owner and/or management.

To describe the seemingly minor duties of a stockboy is simple enough. When one analyzes his importance, both physically and collectively, by realizing how many stores there are and the out-of-stock conditions which exist today, you can readily see just how really important the stockboy is.

In fact, so important that perhaps it is time to elevate the prestige and responsibility of this job to a major fulltime effort, giving the stockboy equal status as various department managers. (No, I'm not joking.) If this does nothing more than give additional time to the store manager to accomplish the job he's supposed to do (manage), retailers will have benefitted by the move. Some fail to realize that a store manager must have time to manage and not merely fill in for a meatcutter, cashier, stockboy or what have you.

The move should help lure more people to our industry who, incidentally, are badly needed, and desire to move up through the ranks, but who feel presently frustrated and sometimes reluctant to accept the responsibilities of a food store manager.

This new thinking will place more emphasis on stocking a store, which will eliminate out-of-stock conditions, thereby creating additional sales. It will also help improve the image of your store in the minds of your customers.

More important it will give the store manager a chance to do some of the things he should — build employee morale, define responsibilities and goals, supervision, and follow through of goals established by the owner or headquarters.

GUEST EDITORIAL

Working Miracles Through Creative Leadership

By GORDON ELLIS**President
Fairmont Foods Inc.**

We live in an age of incredible paradoxes.

Just think about it — we live in an age that can produce a supersonic plane that will actually fly three times the speed of sound! But the wife of the stress engineer who works on that plane probably couldn't find a reliable repairman in a hurry if her washing machine broke down.

Just think about it — we live in an age where mechanical hearts are transplanted into living human beings. But unless the wife of the surgeon knew how to alter men's clothes, she probably couldn't find a really good tailor to take in the seat of her husband's pants if he went on a diet.

We live in an age where a middle class American family can pay \$4,000 for a new car — but if they wanted the car serviced according to the maintenance manual they may have to wait as long as four weeks for an appointment.

The trouble with our troubled age is that too many of us have stopped minding our business. Too many secretaries are content to erase a mistake and type over the scratch marks. Too many mechanics are content to turn the wrench with half a mind — and a few weeks later someone goes out of his mind wondering where the funny knock is coming from.

John Glenn wasn't just being funny when he said in response to the question, "What did you think of, up there in orbit?" — "I thought," he said, "of how I was sitting up there on 200,000 moving parts, all manufactured by the lowest bidder!"

For too many of us the easy dollar makes more sense than the job well done. For too many of us it's a whole lot easier to settle for something *less* than the best.

Too many of us are simply indifferent to excellence. But in this indifference we deny the great and glorious mystery of being human — we become slaves to our imperfections, and in so doing we give up our precious privilege to pursue perfection.

Too many of us have simply for-

gotten the real basis for promotion and achievement, so we simply mind our business — but in a narrow, short-range selfish kind of way.

In our determination to feather our nests — we forget that success de-

(Continued on next Page)

KAPLAN'S Wholesale Food Service

OSCAR MAYER SPARE RIBS CHARCOAL BRIQUETS

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- KRAFT PRODUCTS
- CHEESE SPECIALTIES
- PILLSBURY BISCUITS
- BEEF SIDES and CUTS
- FRESH LOCAL PORK
- DUTCH BRAND LUNCHEAT
- SMOKED HAM and BACON

DAILY DELIVERY

Call us or stop in and pick your own

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(In the Eastern Market)



QUALITY!



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GORDON ELLIS

(Continued from Page 7)

depends on persistence and persistence depends on *work*.

Perhaps something is slipping in the very quality of work itself. Perhaps too many people feel so removed from the places of decision that they feel *helpless* — and therefore indifferent. But whatever the cause, the problem prevails — and it's getting worse; not better. Too many Americans just don't mind their own business well enough — and anyone who is aware of this process has good reason to be concerned about what is happening to our heritage.

In his book, "The Uncommon Man," Crawford Greenwalt had this to say about that heritage: "The story of America is the story of common men who, whatever their motives, whatever their goals, were inspired to uncommon levels of accomplishment. Just as many drops of water can join to make a waterfall, increments of human accomplishment, small perhaps for an individual, will, when multiplied by millions, create a nation whose stature is second to none. This is America; these her uncommon men."

But America's uncommon men, unfortunately, seem to be growing even more uncommon. Too many of us take big opportunities lightly. Too many of us face big challenges limply. Too many of us tackle big problems lazily.

A young man I know from New York told me about a cross country motor trip he took recently with his family. "What three things did you enjoy most about the trip?" I asked him. "The Grand Canyon," he said. "Then Yellowstone, then Rapid City, South Dakota."

Now even though I know several fine people in Rapid City, I asked him what great experience could be found there. "Getting an oil change and lubrication," he said. "It was as great a revelation as the Grand Canyon."

He went on to explain that for the first time in his experience he felt *wanted* when he drove in his car to a service station. The manager at Ra-



GORDON ELLIS

pid City inspected the engine patiently and attentively, suggested a few minor adjustments and then engaged him in a five minute discussion on the relative merits of various motor oils. "For the first time in my life," he said, "I felt that someone cared as much about my car as I did. That just does not happen in a big city."

Isn't it true that if we in business concentrated our attention on doing one thing well . . . taking care of our present customers . . . we wouldn't have to be too concerned about obtaining new customers? If all of our employees really understood this concept — and if they really practiced it — well then, we would really be minding our business.

But let's be realistic about this. We can't expect them to do this on their own. That's where we get into the larger problem of *leadership*. Leadership takes a lot out of a man. But it gives more than it takes — because in exercising leadership with wisdom and strength, a man grows in his manliness and adds dimension to his person.

What exactly is leadership? I would describe it as a determination to *grow*. At age 90 when Frank Lloyd Wright was asked to describe his greatest work, he said, "My next one." "Leadership," said Dwight Eisenhower, "is the art of getting someone else to do something that *you* want done because he wants to do it."

A good leader inspires others with confidence in *him* — while a *great*

leader inspires others with confidence in *themselves*. In fact, you might say that leadership is something of an enigma. It can't be pinned down exactly. But if a man has that quality, others will know soon enough that *there is a leader!*

A leader should have strength. He should have the courage to risk mistakes. He should have the courage to unsettle his staff by the clarity of his standards. He should have the courage to admit when he has gone too far; and he should have the courage to admit to himself when he has not gone far enough.

A leader should have imagination. He should be willing to go as far as he can see — with the exciting awareness that when he gets there he'll see even farther. He should look beyond the limits of custom and over the ruts of practice. He should do more than implement — he should also experiment.

A leader should have sensitivity. He should be attuned to the tempo of his followers. He should never forget that his first problem will always be the problem of winning over people to do what *he* wants because they want to do it. Carl Sandburg wrote about Lincoln as a man of "steel and velvet." What a wonderful way to say a leader should be tough as well as tender.

The leader should have conviction. Especially in this age of disbelief, of skepticism — of a tendency to skim everything "once over lightly" — the man with conviction is the man others will respect. To stir the fires of change in people, to inspire them to work with conviction, the man who leads must be nothing less than *convincing*. To help others find value in their work and pride in their performance, the man who directs this work must convey, by personal example, those qualities in his own approach that become the accepted standards for everyone.

The leader should have the facts. The possession of facts is knowledge; the use of them is wisdom; the choice of them, education. To know the facts — and to know how to use the right facts — is a fundamental obligation

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Around the Town

Miss Bernice Boyd, of Abner A. Wolf, Inc., an AFD member, returned recently from a 17-day tour of Norway, Sweden, Denmark and Germany. "I loved Norway especially," she says. Bunny has been with Wolf seven years, and is secretary to Ben Wettenstein.

Angelo Leone, former owner and operator of Lewis Market, and AFD member, has left the retailing business. He currently is with Ward Foods, also an AFD member.

Stan Albus, owner of Stan's Market, on Schoolcraft, Detroit, and an AFD member, reports his second store is doing quite well. It is located on Ann Arbor Road, Livonia.

AFD director Tom Violante of Holiday Super Market had a fine write-up recently in the business section of the Detroit Free Press. Thanks go to writer Hugh McCann in behalf of Tom and the AFD.

The AFD saddened recently to learn of the passing of one of our good members, Andrew J. Costeiu of Wood-

side Market in Madison Heights. We extend our deepest sympathies to his family.

William Paul Bennett Jr., son of the senior Mr. Bennett of Quik-Pik Food Stores, an AFD director, will be entering Northern Michigan University at Marquette this fall.

Oscar Bank Company, Detroit, was given the Ocean Products Monthly Award for sales efforts in behalf of Treasure Isle seafood products.

Karim Sarafa and Joseph Shammam are the new owners of Food Palace Market on Myrtle Street, Detroit, taking over from Nazar Najor who moved to California. (Karim is the brother of former AFD v.p. and director, Salim Sarafa, who is now in the real estate business.)

The AFD publicly wishes to express our thanks to Lou Cohen and the Frank's Tea & Spice Company for hosting last month's AFD directors meeting at the Sidney Hill Northwest Club.

At the same time the Associated Food Dealers sends our thanks to the Gulf Oil Corporation for providing the

(Continued on Page 12)

We make
4-BUN PACKS
because there's such a big
4-BUN MARKET!

KOEPLINGER'S 4-BUN PACK is just the right quantity for so many small families. And there are a lot of them, made up of young marrieds whose families are yet to come, and older couples whose children are grown and gone. Hamburgers and frankfurters are big items in their diets, and so are the buns to go with them when they are avail-



able in the right-sized packages.

If KOEPLINGER'S 4-BUN PACKS aren't on your display racks now, tell your Koeplinger man to leave some tomorrow. And don't forget to watch how fast they move out . . . and your profits move up.

ALSO AVAILABLE IN 8-BUN PACKS



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GORDON ELLIS

(Continued from Page 8)

of the leader in business. Like medicine, law, engineering or the ministry — business is a specialized career that imposes on its leadership the necessity of preparation and training.

It imposes the necessity of *study* — for *continual* study. Leadership, in many ways, is a process of self-discovery — because the more we learn about working with others through our professional skills, the more we learn about ourselves — and the more we sharpen our skills. And in this process of self-discovery, we come to realize that all of us will always have so much more than any lifetime can possibly absorb. But unless we learn this, we haven't learned anything.

The leader should have patience. He must arrive at the realization, early in his career, that people are not perfect — but that people can be inspired to pursue the ideal of perfection. We must be generous in attitude toward the imperfections of others, or we will come to expect too much, too soon from too many. But leadership must be equally committed to the task of helping others *find their way* through their own short-comings. We must never forget that the good judgment we look for among our staffs comes from their experience. And if it's true that we learn from our mistakes, then good judgment comes from poor judgment.

Disraeli, who led an empire, said, "We cannot eat the fruit while the

tree is in blossom." And Lincoln said, "A man watches his pear tree day after day, impatient for the ripening of the fruit. Let him attempt to *force* the process, and he may spoil both fruit and tree. But let him patiently *wait*, and the ripe fruit at length falls into his lap."

Food Council Cancels Food Industry Show

The 1969 Food Show and Culinary Art Exhibit, scheduled for Oct. 9-12 at Cobo Hall, Detroit, has been canceled, it was announced by J. E. Stedman, director of the show, and manager of the Food Industry Council of the Detroit Chamber of Commerce.

In making the announcement, Stedman said the decision to cancel was made by the FIC and Chamber of Commerce, sponsors of the show. "It is unsound to proceed with any program where maximum support is not assured," he said.

Two Good Signs For Your Bulletin Board

The following are a couple of good signs to post on your employee bulletin board: (1) Your salary raise will become effective just as soon as you do; and (2) A conference is a meeting at which people talk about what they should already be doing.

Small Companies Are Time Sharing Computers

"Time sharing" systems are now being offered in many places. Subscribers rent a teletype, use it to send

problems to a computer, and are billed for time actually used. Computer companies have reported that more small businesses are able to "use" computers as a result of time sharing.

Two Join Sullivan

Sullivan Sales Company, an AFD member, has announced the addition of Charles Batcheller and Ray Fields to its retail sales staff, it was announced by president John Sullivan. Batcheller was formerly a produce buyer for A & P and recently spent four years with Lee Hilewick Brokerage of Toledo. Fields, was formerly with Borman Food Stores and United Brokerage, before joining Sullivan.

Big Government: 'Our Biggest Threat'

"Big government," and not "big business" or "big labor" is seen by the general public as posing the greatest threat to the United States, according to a recent Gallop opinion poll.

Got A Gripe?

Or A Problem?

Then Call

THE PANIC LINE

566-2429

(313 IN DETROIT)

For Action!

**Congratulations To The Associated Food Dealers
of Michigan**

Melody Dairy Company



16247 Hamilton Ave.

Highland Park

Phone 345-4700

Summertime Is Picnic Time!



ORANGE JUICE
A Product of Home Juice Co.
Phone 925-9070



PETER ECKRICH and SON, Inc.
The House of Fine Meat Specialties
KE 1-4466

FOR EXTRA SALES
AND EXTRA PROFITS
DISPLAY



The
COOK-OUT FOIL

RED PELICAN MUSTARD

MADE FRESH
DAILY
IN DETROIT

SELL THIS
POPULAR
LINE



RED PELICAN FOOD PRODUCTS
Walnut 1-2500 — Detroit



PICNIC PARTNERS HAMTOWN'S

Potato Salad, Macaroni Salad



Pizza Pies
Baked Beans
Deli Dills
Cole Slaw
Jell-O

For Prompt Service Call

SPECIALTY FOODS CO. - 893-5594

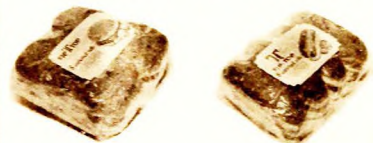
FOR A PICNIC OF PROFIT
FEATURE THE FINEST



Main: Meal Meats
Requires No Refrigeration
Corned Beef Turkey
Roast Beef Roast Pork
Phone 313-863-7577

TIP TOP

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**HAMBURGER
& HOT DOG ROLLS**



WARD FOODS, INC.
TA 5-6470

**Display These Picnic Items
For Added Sales, Profits**

THE PRESIDENT'S CORNER

Monday Closings Best For Shorter Work Week?

By HARVEY L. WEISBERG

In this age of moon-landings and great scientific discoveries, people speak of working fewer hours and enjoying more fun and leisure time.

For about a half century, the food industry nationally has been one of the most competitive in all respects: trying to service consumers by offering as many products, and opening as many hours, as possible. The competition for Mrs. Consumer's attention has been fierce, especially between the chains and independents, and especially in the Detroit area food market, where prices remain lowest.



WEISBERG

I wonder however if the food industry has taken a genuine, intelligent and idealistic approach to the subject of our own industry's future, and those who work in it. If not, the time is long overdue that we so begin.

With higher expenses, and its effect on profits, it is reasonable to assume that someday soon the food merchants will work a six-day week instead of the present seven-day week. And if the assumption is right, which day will the industry choose to remain closed?

Over the past few years, there has been much debate and conversation about Sunday openings or closings. I think the argument is not really the day, but the fact that there are those in favor of closing one day per week.

Personally, I feel that best day to remain closed is not Sunday but Monday! Why Monday? Simply because, after years of effort to keep stores closed on Sundays, the trend has been for more businesses to open on this day. Various studies have shown and proven that Monday is the slowest day of the week for the vast majority of food retailers across the country, as well as in Michigan. Therefore, my choice is Monday, in the quest for a six-day week for these reasons:

1—To facilitate the recruiting of new management personnel to our industry. (It's time we all thought of that for a change.)

2—To help retain present personnel in management positions, and help create new positions of advancement for them.

3—To help reduce cost of operation at a time when increases in productivity and higher prices do not totally absorb them.

4—All of the above in effect are tied to the fact that we are reducing our present seven-day work week to six days by closing on Mondays.

A shorter work week is the real key to attaining the above goals in this age of shorter working hours and more leisure time. Are you in favor of this type of thinking? Call or write and let us know your thoughts. The problem concerns each of us.

AROUND THE TOWN

(Continued from Page 9)

2,000 American flag decals which were sent out with the Food-A-Gram.

* * *

The Bank of Dearborn will be ever-grateful to John Misa, driver-salesman for Farm Crest Bakeries. The reason: he solely was responsible for helping transfer \$50 million from the old office to a new one a few blocks away. Misa did it by pushing two Brink's armored cars to get them started after both had stalled in the process. Said Misa afterward: "First time I've pushed \$50 million. It's a step up in the world from doughnuts and coffee cake."

* * *

John Huefteman & Son, an AFD broker member, has announced it has relocated its offices to 20550 Vernier Road, Harper Woods. The new phone number is 886-8800.

* * *

Congratulations to Neil Johnson and Duke Edelheit of National Brewing Company, AFD members, who were cited recently in the firm's house organ, *The Schooner*.

THE WAYNE SOAP COMPANY



Growing Thru Giving
Good Service

BUYERS OF BONES
FAT, TALLOW &
RESTAURANT GREASE

842-6000

DETROIT, MICH. 48217

AFD Member



BILL HENRY, right, of Harris Crane & Company, and AFD broker member, is shown presenting Miss Constance Jahn the Glamour Kitty Award Certificate for her pet, "Mortimer." Miss Jahn and her Persian-type cat reside on Detroit's east side. She was the first winner in an annual contest to find the nation's "most glamorous" housecat.

RETAILERS WHY FUSS?
LET THE A.F.D. PROCESS ALL
YOUR COUPONS FOR YOU THRU
OUR COUPON REDEMPTION CENTER!
WE CAN DO IT FASTER AND
WE EMPLOY THE HANDICAPPED.

DROP THEM OFF OR MAIL TO:

Associated Food Dealers
434 W. Eight Mile Road
Detroit, Mich. 48220

Lockhart, Faygo Marketing Man

John H. Lockhart Jr. has joined Faygo Beverages, an AFD member, as director of marketing, a newly created position. Faygo president Morton Feigenson said Lockhart will be responsible for programs to increase Faygo's penetration of the company's present Michigan, Ohio, Indiana and Canadian markets, and seek out new markets. Faygo is second largest independent soft drink maker in the nation.

At the same time Herman Polk has been promoted to chain store sales supervisor by Feigenson. The appointment was made in conjunction with creation of a chain store sales staff and the termination of store-door delivery to Detroit supermarkets. The chains and wholesale companies now pick up Faygo products at the plant and distribute them in the same manner as soups, cereals and other grocery items.

Philips New Kar Nut Sales Mgr.

Howard P. Philips has been appointed sales manager of Kar Nut Products Company, an AFD member, it was recently announced by Bud Nicolay, president of the Ferndale-based corporation. Kar Nut is the state's largest nut processing and distributing company. Philips is also second vice-president of the Detroit Association of Grocery Manufacturers' Representatives.



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PROFIT
CHAMP

Big in every way

CASH IN!
Call 826-5030

Peters SAUSAGE COMPANY

United
Dairies

Quality, taste!



Running in July 1969



Group Blue Cross - Blue Shield Available To All Member Stores And Their Employees

For those grocers who don't know it already, Blue Cross-Blue Shield Insurance at low group rates is available to all retail members of the Associated Food Dealers. The AFD is the only retail food association in Michigan which offers the comprehensive Blue Cross program.

For those members who are not on the Blue Cross hospital insurance plan, call the AFD office so we can explain how you can participate. To those retailers who are not yet members of the Associated Food Dealers, call our office at 542-9550 to join our association and be eligible for Blue Cross Coverage plus many other benefits.

MEMBERSHIP APPLICATION

Store Name _____

Address _____

City _____

Owner's Name _____

Do you wish Blue Cross Coverage?

Yes ☐

No ☐

An Invitation to Join A.F.D.

Through membership in the Associated Food Dealers, you can enjoy wide benefits designed to bring recognition to the independent grocer in the community. In addition, such services as Blue Cross and all types of general insurance, coupon redemption program are available. Call and let us tell you about them.

ASSOCIATED FOOD DEALERS

434 W. Eight Mile Rd.

Detroit, Mich. 48220

Phone: 542-9550

TAX TOPICS

The Differences Between Corporate Organizations

By MOE R. MILLER
Accountant and Tax Attorney

Unlike partnerships and sole proprietorships, a corporation is a separate entity, taxwise. The results is ordinarily a double tax:

- 1—On the corporation's net profits;
- 2—On the profit after taxes distributed to the shareholders as dividends.

Most closely held corporations however, may escape the tax at the corporate level by electing to have the corporate income, distributed and undistributed, taxed directly to the stockholders. The pseudo corporation not only makes the corporate firm more attractive but also in many cases induces existing enterprises to incorporate.



MILLER

TAX POINTS

1—A thin incorporation, a capital structure showing indebtedness out of proportion to the equity interest, may cause trouble in connection with the recognition of gain or loss on the incorporation itself.

2—In setting up the corporation don't overlook the possibility of corporate losses. One method of tax protection is to form a pseudo-corporation which permits the loss to be passed through to the stockholder.

3—Subject to certain limitations, a stockholder can avoid tax on distribution he receives in a liquidation accomplished within one month.

4—Restrictions on transfer of stock is advisable to protect certain tax advantages. Such restrictions generally give the corporation or other stockholders an option to buy the stock, sometimes at a predetermined price.

The transfer of assets to a corporation in return for stock generally does not give rise to taxable income or a deductible loss, even though the assets have appreciated or depreciated in value if certain tests are met.

6—Multiple Corporations — There are tax advantages in operating a business under more than one corporate roof because of the additional Twenty-Five Thousand (\$25,000) Dollars surtax exemptions and One Hundred Thousand (\$100,000) Dollar accumulated earnings. The treasury can disallow extra exemptions, credits or deductions claimed by multiple corporations unless there are good reasons for multi-corporate operations.

7—In order to encourage individuals to invest in small business, the law allows an ordinary loss on sale, exchange or worthlessness of common stock in corporations

which issue Section 1244 stock. The loss is limited to Twenty-Five Thousand (\$25,000) Dollars, but on a joint return between husband and wife the limitation is Fifty Thousand (\$50,000) Dollars.

8—Owner executives of closely held corporations now have a complete treasury concession that they can avoid double tax on disallowed corporate payments to them by requiring them to repay the disallowed amounts under a hedge agreement.

9—For tax purposes, the first taxable year may be closed at the end of any month within the first twelve (12) months, thereby securing the full benefit on the Twenty-five Thousand (\$25,000) Dollars surtax exemption for the short year.

10—Organizational cost incurred in connection with the formation of a corporation may be amortized over a period of at least sixty (60) months.

11—Salaries and other ordinary and necessary expenses incurred by a corporation prior to actual incorporation are deductible by the corporation.

The Test Of Time . . .

87 Years
Of
Successful
Service



To Slaughter Houses, Wholesale &
Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

Darling & Company

3350 Greenfield Road
WA 8-7400
Melvindale, Michigan

P O. Box 329
Main Post Office
Dearborn, Michigan

ALLIED MEMBER

Members Join AFD Three New Supplier

The Associated Food Dealers, Michigan's largest food distribution association, wishes to welcome aboard three new supplier members to the association. Their names, addresses and phone numbers are as follows:

SCHMIDT NOODLE COMPANY, manufacturer and distributor of various noodle and macaroni products, 9102 Culver, Detroit, Michigan 48213; phone 921-2053.

ASSOCIATED DISTRIBUTING COMPANY, distributors of circulars and mailers, 32340 Shrewsbury, Farmington, Mich. 48024; phone 626-4842.

ACTION ADVERTISING DISTRIBUTORS & MAILERS, distributors and mailers of flyers, circulars, etc., 466 W. Columbia, Detroit, Mich. 48201; phone 964-4600.

These new members and all AFD suppliers and service members deserve your support and patronage. Refer to the Supplier's Directory on Page 17 often. In fact, clip it out of *The Food Dealer* magazine and post near your phone.

USDA Lists August Plentifuls

The U.S. Department of Agriculture has announced its list of Plentiful Foods for August to be the following: peanuts and peanut products, summer vegetables, wheat products, fresh pears, watermelons, nectarines, onions and limes. Display and sell these products found in abundance for greater sales.

**Would You Like
More Sales ?**

SEALTEST FOODS' STORE SALES
DIVISION WILL BE HAPPY TO
SUPPLY YOU WITH INFORMATION
GATHERED FROM A WIDE VARIETY
OF SOURCES TO HELP YOU
ANALYZE YOUR ENTIRE STORE.

CALL TI 6-5700



(ASK FOR STORE SALES)



DAGMR OUTING—Members of the Detroit Association of Grocery Manufacturers' Representatives, above and below pause for *The Food Dealer* photographer during the organization's recent Summer Golf Outing held last month at the Glen Oaks Golf Club. DAGMR plans to hold its second Golf Outing Sept. 10, according to president Al Hoppe.



National Oats Names Acme

The appointment of Acme Detroit Food Brokerage, an AFD member, as broker for National Oats Company of Cedar Rapids, Iowa was announced recently by D. A. Martens, national sales manager for National.

Support These AFD Supplier Members

ACCOUNTING, INSURANCE

Brink, Earl A. (Insurance)	962-7150
Gohs, Inventory Service	VE 8-4767
Heemer, Klein, Grainer & Lamb	754-3030
Pater J. Kiron Agency	Chicago
Moe Miller Accounting	547-6620
Retail Grocery Inventory Service	399-0450

BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	TY 6-5700
Bonnie Bakers	893-3260
Farm Crest Bakeries	TR 5-6145
Grannan Cook Book Cakes	TA 5-1900
Hekman Supreme Bakers	KE 5-4660
Independent Biscuit Co.	584-1110
Koeplinger's Bakery, Inc.	JO 4-5737
Lebanon Baking Co.	825-9702
Johnny Mac's Cookie Co.	885-6200
Magnuson Foods (Bays Muffins)	FA 1-0100
Oven King Cookies	PR 5-4225
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Silvercup Bakery	LO 7-1000
Taystee Bread	TY 6-3400
Tip Top Bread	TA 5-6470
Warrendale Baking Co.	271-0330
Wonder Bread	WO 3-2330

BEVERAGES

Associated Breweries	925-0300
Canada Dry Corp.	868-5007
Cask Wines	849-0220
Coca-Cola Bottling Co.	898-1900
J. Lewis Cooper Co.	823-3900
Faygo Beverages	WA 5-1600
Home Juice Company	925-9070
Leone & Son	925-0500
Mavis Beverages	DI 1-6500
National Brewing Co. (Altes)	921-0440
Pepsi-Cola Bottling Co.	366-5040
Stroh Brewery Company	961-5840
Squirt Bottling Company	JO 6-6360
Vernor's RC Cola	TE 3-8500

BROKERS

Acme Detroit Food Brokerage	581-0410
Steve Conn & Associates	547-6900
Continental Food Brokerage	533-2055
Harris Crane & Company	538-5151
E. A. Danielson Co.	838-9111
DeCrick & Maurer	822-5385
W. H. Edgar & Son, Inc.	825-0008
Maurice Elkin & Son	353-8877
Food Marketers, Inc.	342-5533
Graubner & Associates	444-8400
John Huettelman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corp.	341-5905
Keil-Weitzman Co.	273-4400
Edward L. Kuester & Co.	928-7117
Maloney Brokerage Co.	TU 5-3653
Harry E. Mayers Associates	864-6068
McMahon & MacDonald Co.	BR 2-2150
Marks & Goergens, Inc.	DI 1-8080
Northland Food Brokers	342-4330
Pepper & Vibbert	838-6768
Peterson & Vaughan, Inc.	VE 8-8300
P. F. Pfeister Company	491-2000
Rodin-Hollowell (Commodities)	843-1788
Sosin Sales Co.	WO 3-8585
Stiles Brokerage Company	965-7124
Sullivan Sales	KE 1-4484
James K. Tamakian Co.	863-0202
United Brokerage	BR 2-5401

DAIRY PRODUCTS

The Borden Co.	564-5300
Detroit City Dairy, Inc.	TO 8-5511

Fairmont Foods Co.	TR 4-0300
Gunn Dairies, Inc.	TU 5-7500
Hays Ice Cream	271-5670
Land O'Lakes Creameries	TE 4-1400
Melody Dairy Dist. Co.	345-4700
Sealtest Dairy	TI 6-5700
Trombly Sales	925-9505
United Dairies, Inc.	UN 1-2800
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Sons Dairy	TY 5-6000

DELICATESSEN

Home Style Foods Co. (Deli.)	FO 6-6230
Quaker Food Products, Inc.	TW 1-9100
Specialty Foods (Deli.)	893-5549

EGGS AND POULTRY

Eastern Poultry Co.	WO 1-0707
McInerney Miller Bros.	TE 3-4800
Napoleon Eggs	TW 2-5718
Orleans Poultry Co.	TE 3-1847
Page & Cox Eggs	838-6664
Water Wonderland Egg Corp.	789-8700

FRESH PRODUCE

Badalament (bananas)	963-0746
Jos. Buccellato Produce	LA 6-9703
Cusumano Bros. Produce Co.	921-3430
Gelardi Produce	WA 5-0969
H. C. Nagel & Sons	832-2060
North Star Produce	VA 2-9473
Spagnuolo & Son Produce	527-1226

INSECT CONTROL

Key Exterminators	EL 6-8823
Rose Exterminating Co.	TE 4-9300
United Exterminating Co.	WO 1-5038
Vogel-Ritt Pest Control	TE 4-6900

LINEN SERVICE

Economy Linen Service	843-7300
Marathon Linen Service, Inc.	WA 1-2727
Reliable Linen Service	366-7700

MANUFACTURERS

Aunt Jane's Foods	581-3240
Boyle Midway Company	543-3404
Diamond Crystal Salt Company	872-3317
Kraft Foods	TA 5-0955
Morton Salt Company	VI 3-6173
C. F. Mueller Company	543-8853
Prince-Vivison Macaroni Co.	775-0900
Roman Cleanser Company	TW 1-0700
Schmidt Noodle Company	921-2053
Shedd-Bartush Foods, Inc.	TO 8-5810

MEAT PRODUCTS, PACKERS

Alexander Provision Co.	961-6061
Cadillac Packing Co.	961-6262
Crown Packing Co.	TE 2-2900
Detroit Veal & Lamb, Inc.	962-8444
Eastern Market Sausage Co.	WO 5-0677
Feldman Brothers	WO 3-2291
Gordon Sausage Co.	826-6145
Great Markwestern Packing	321-1288
Guzzardo Wholesale Meats, Inc.	FA 1-1703
Herrud & Company	962-0430
Johann Packing Co.	TW 1-9011
Kent Packing Company	843-4900
Kirby Packing Company	831-1350
Kowalski Sausage Co., Inc.	TR 3-8200
L K L Packing Co., Inc.	TE 3-1590
Mickelberry's Food Products	894-6600
Oak Packing Company	961-2160
Peet Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Co.	TR 5-6710
Peter Eckrich & Sons, Inc.	KE 1-4465
Peters Sausage Co.	TA 6-5030
Pitts Packing Co.	WA 3-7355
Sam & Walter Provision Co.	TW 1-1200

Spencer, Inc.	931 6060
Ruoff, Eugene Co.	WO 3 2430
Van Dyke Steak Company	875-0766
Wayne Packing Co.	WO 1 5060
Weeks & Sons (Richmond)	RA 7-2525
Winter Sausage Manufacturers	PR 7-9080
Wolverine Packing Co.	WO 5 0153

MEDIA

The Detroit News	222-2000
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NON-FOOD DISTRIBUTORS

Arkin Distributing Co.	WE 1-0700
Cal-Chemical & Mfg. Co.	567-5620
Edmont-Wilson (gloves)	421-8071
Hartz Mountain Pet Pds.	894-6300 or 923-4550
Super Toy, Inc.	923-4550
Perfect Plus Inc.	961-6381
Toys Unlimited	852-3798
Wayne County Wholesale Co.	894-6300

POTATO CHIPS AND NUTS

Better Made Potato Chips	WA 5-4774
Frito-Lay, Inc.	WA 1-2700
Kar Nut Products Co.	LI 1-4180
Krun-Chee Potato Chips	DI 1-1010
Superior Potato Chips	834-0800
Vita-Boy Potato Chips	TY 7-5550

PROMOTION

Action Advertising & Distg. Co.	964-4600
Associated Distributing Co.	626-4842
Bowlus Display Co. (signs)	CR 8-6288
Holden Red Stamps	255-3350
Guaranteed Advertising Distributors	831-0020
Stanley's Adv. & Distrib. Co.	961-7177

RENDERERS

Darling & Company	WA 8-7400
Detroit Rendering Co.	TA 6-4500
Wayne Soap Company	842 6000

SERVICES

Atlantic Service Company	965-1295
Beneker Travel Service	PR 1-3232
Clayton's Flowers	LI 1-6098
Comp-U-Check, Inc.	255-2800
Gulliver's Travel Agency	963-3261
Pittsburg-Erie Saw	835-0913
Zablocki Electric	372-1791

SPICES AND EXTRACTS

Frank's Tea & Spices	UN 2 1314
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STORE SUPPLIES AND EQUIPMENT

Almor Corporation	JE 9-0650
Butcher & Packer Supply Co.	WO 1 1250
Central Alarm Co.	838-6365
Diebold, Inc.	DI 1-8620
Hussman Refrigeration, Inc.	341-3994
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-5938
Lepire Paper & Twine Co.	WA 1-2834
Liberty Paper & Bag Co.	921 3400
Master Butcher Supply Co.	WO 1-5656
Midwest Refrigeration Co.	JO 6-6341
National Market Equipment Co.	LI 5-0900
Scan-A-Scope	823-6600
Sentry Security System	341-9080
Shaw & Slavsky, Inc.	TE 4-3990
Square Deal Heating & Cooling	WA 1-2345

WHOLESALE, FOOD DISTRIBUTORS

Glacier Frozen Foods	962-8421
Grosse Pointe Quality Foods	TR 1-4000
C. B. Geymann Company	WO 3-8691
Kaolan's Whise. Food Service	WO 1-6561
Raskin Food Company	865-1566
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
United Wholesale Grocery	834-6140
Vlasic Food, Co.	868-9800
Wayne County Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

THE BELL RINGER

When Your Number One Everyone Guns For You!

By ALEX BELL

Here we go again. If you can take it, we can write it. The funny (?) stuff may be lacking in this issue on account of one of our writers quit. He could not live on half of the salary we get for fronting this column (if you want to believe it).

* * *

Well, it looks like Jerry C. and his Irish Mafia are kaput in Detroit! Looks like old give 'em hell Walter Shamie is going to give it a go again. If I may make a sage observation, Walter would be a big improvement on Mary Beck. So go to it Walter, I'm with you anyway.

* * *

We talked to former Detroit Ken MacDonald at the NARGUS show, and he told us that he is now publishing "Chicago-land Food News." Lots of luck, Ken, and Juanita!

* * *

We see that the U.S. Defense Department is not co-operating with the grape boycott. In 1968, the DD pur-



Mr. Bell

chased 6.9 million pounds of grapes, but get this: in 1969 so far they have purchased 11 million pounds of the "forbidden fruit." So why doesn't Chavez picket the army and lay off the food biz? Hmmm?

* * *

We understand that AFD chairman Mike G. and Gene P. are going to be back in business pretty soon with a brand new one at the same old stand.

* * *

Capsule Comment: Apollo 11 at Cape Kennedy looked like an erector set with a thyroid problem.

* * *

We have mega 2, mega 3, mega this and mega that. But *The Food Dealer* is still mega No. 1 for Michigan! An Award-winner too in case you didn't know.

* * *

We found out that there is a member of the board of the AFD that likes to throw words around like "ludicrous, analogy," etc. Tom Violante, who we understand is a member of the Main Street Mafia, confounds old buddy Eddie Aho when he starts all the high class jazz. Of course Eddie confided to us that he thought that Tom was a bull provocateur. Now if that ain't the pot calling the kettle black, we ain't never heard anything!

* * *

When a friend borrows money from you, it is touch and go.

* * *

Howcum at the Nargus Show all the Michigan food associations were mentioned except the top association — the AFD, naturally. I guess when you're No. 1, like we are, everyone guns for you.

* * *

Dear John, that's all she wrote!

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

* * *

TAshmoo 6-4500

"First We Render Service"

AFD MEMBER

Eckrich Promotes Eggleston

The appointment of Elwin Eggleston as Detroit district sales manager for Peter Eckrich and Sons, Inc., an AFD member, has been announced by Jack E. Harland, the luncheon meat company's Michigan regional sales manager. Eggleston, a native of Jackson, Michigan, will have responsibility for route and warehouse sales activities in the Detroit metropolitan area. He joined Eckrich in 1941 and has served the company in sales positions at Lansing, Jackson and Columbus, Ohio, since then. From 1965 until early this year, he was Columbus district sales manager.

Feature For Feature

YOUR ASSOCIATION'S DISABILITY INCOME PROTECTION PLAN Can't Be Beat!

Pays up to \$500.00 a Month for Life
when you are injured and unable to work.

Pays up to \$500.00 a Month for as Long as 5 Years
when you are sick and unable to work.

These are TAX-FREE CASH benefits paid directly to you to use as you see fit -- for food, clothing, medical bills or anything else you choose.

OTHER OUTSTANDING FEATURES OF THIS PLAN

- *This plan contains a special Travel Accident Death Benefit that PAYS UP TO \$2,000.00 for accidental death.*
- *House confinement is never required.*
- *Covers you as a passenger on any kind of aircraft . . . even in a private plane.*
- *No restrictive riders may be added after the policy is issued because of any changes in your health.*
- *Low Cost . . . Due to the wholesale buying power of your Association, the cost of this insurance is substantially lower than comparable coverage offered on an individual basis.*
- *Few Exceptions . . . Policy does not cover: loss due to war or military service; suicide or attempted suicide; child-birth, pregnancy or resulting complications.*

Your Association's plan of disability income protection is another example of the many fine services available to you through your membership.

*The AFD is
Michigan's Largest
Food Trade
Association, With
some 1,900 members.*

ACT NOW! Get complete details on this remarkable plan of coverage today. Complete and return the coupon below.



MUTUAL OF OMAHA INSURANCE COMPANY
Life Insurance Affiliate: United of Omaha

Associated Food Dealers
Group Insurance Department
434 W. Eight Mile Road
Detroit, Mich. 48220

Please RUSH complete details on the program of Disability Income Protection endorsed by my Association.

Name _____

Address _____

City _____ State _____ ZIP Code _____

THE FOOD DEALER
434 West Eight Mile Rd.
Detroit, Mich. 48220

BULK RATE
U. S. POSTAGE
PAID
Detroit, Mich.
PERMIT No. 4475

Return Requested



WHO'S YOUR CHOICE FOR SALESMEN OF THE YEAR?

Retailers, you now have the opportunity to choose or nominate your candidates for representatives of the year. This is not a popularity contest. We want you to select those representatives who you think best deserve the titles . . . Broker, Wholesaler, Manufacturers' and Driver-Salesmen representatives of the year. The four chosen will be honored at the Associated Food Dealers "President's Awards Banquet," to be held September 16th at the new Warren Chateau in Warren.

Broker Rep. of Year _____

Company _____

Wholesaler Rep. of Year _____

Company _____

Manufacturers Rep. of the Year _____

Company _____

Driver-Salesman of the Year _____

Company _____

Signed _____ Store _____

Fill in your nominations form and send to the AFD office at 434 W. Eight Mile, Detroit, Mich. 48220.