



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

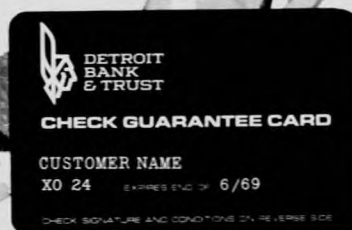
JUNE, 1969



Holiday Happening In R.O.

Tom Violante got his start in the food business 35 years ago in his father's grocery, located at McNichols and John R in Detroit when he was six years old. Today, he is his own boss—the quarterback behind the alert and growing food team at Holiday Super Market S. Main Street, in Royal Oak. *(Continued on Page 3)*

The Bell Ringer — Page 12



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A Holiday 'Happening' In Royal Oak

Violante attributes his success today to a number of things, but mainly four elements: sacrifice, stewardship, hard work and luck.

"Above all," he relates, "you've got to have imagination, a sense of responsibility and like to sell merchandise, because that's what the food business is all about.

Violante, who was elected a director of the Associated Food Dealers last December, and a longtime AFD member, is quick to remind one going into the food business today that the concepts and operating theories have changed. "Today, a merchant must go out into the community where he does business. He cannot be content to open up the doors and wait for the people to come to him if the competition is too stiff and fierce for that."

There's no question that Violante practices what he preaches. He serves on the board of Epiphany Lutheran Church, Detroit; and is an active member of the Royal Oak Lions Club. The R. O. Chamber of Commerce recently awarded Tom a Grand Improvement of business area citation on his new store. He also finds time to serve on the finance and education committees for the City of Oak Park, where he resides.

His interest and hobbies include the stock market, his store and his family, and not necessarily in that order.

Violante's son, Steve, 15, is already working in the store as a stockboy after school and on weekends. His daughter, Gina, 12, is presently a part-time cashier, believe it or not. His charming wife, Janet, comes into the store regularly to go over the books and help keep the records straight. So it is indeed a family affair.

His wife's father, Lee Fraser, also stops by regularly to be of service to his son-in-law and his sparkling new operation. (Fraser is the founder and former owner of Home Style Foods, an AFD member, operated today by Mike Kadian.)

The new Holiday Prime Beef features in the 10,000 square foot store a large wine and liquor department, largest selection of Mexican foods sold at retail, a deli department, and an elaborate meat department featuring only prime beef. Of course, this is in addition to the other regular departments including dairy, produce, grocery, etc.

Architecturally, the store features a Spanish or Mediterranean motif, with a more contemporary decor on the inside. The new store is part of a neighborhood shopping center which was financed by Violante.



The new Holiday Market in Royal Oak.

Some of the distinctive services include party tray catering for parties, and free use of a neighborhood meeting room upstairs for his customers.

Holiday store manager is Richard Poplack. Head cashier is Jean Krause, who has been with Violante over 13 years.

Does the independent merchant have a chance for survival and success in today's economy, Violante was asked? "You bet he does," he says with vigor. "Especially if they are willing to work hard, sacrifice when necessary, maintain good stewardship and have a lot of luck, as I said. The independent merchant is quite flexible and should take advantage of this asset."

And now we know what it means to have a "Holiday Happening" in Royal Oak—a very interesting operation.

Summertime Is Picnic Time

Once again the popular and highly successful promotion "Summertime Is Picnic Time" appears in *The Food Dealer* on Page 11 of this issue. Summertime is an excellent opportunity for retailers to display these and various picnic supplies and related items. Properly merchandised and promoted, these picnic and outdoor barbeque displays will mean more sales and profits.

THE FOOD DEALER

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THOMAS VIOLANTE—Holiday Super Market Royal Oak

AFD Raps Grape Boycott Tactics In Flint Area

FLINT—The Associated Food Dealers (AFD) reaffirmed its position that the right to buy or not to buy California grapes belongs to consumers, recently, following reports of increased boycott efforts against Flint-area supermarkets by representatives of various union and religious organizations.

The AFD, Michigan's largest food association, which represents over 1,900 food store operators throughout the state, said food store operators should not be pressured "to stand judgment as to whether or not California grape growers or pickers are right or wrong."

The association's executive director, Edward Deeb, said that consumers should not be deprived of their right to purchase California grapes or any other product sold in Michigan's 10,000 retail food stores.

"We as distributors and citizens should not have to be pressured into withdrawing grapes from our members' stores, nor subject ourselves to the coercive and harassing tactics which the controversial grape issue has brought upon food store operators," Deeb said.

"We are merely innocent by-standers who just want to do our job the best we know how."

The food association also reaffirmed its position issued earlier this year, which stated that such action in its opinion, "constitutes a secondary boycott according to the provisions of the Taft-Hartley Act, and places the retailer's business in jeopardy."

Deeb said the act of being forced to withhold products from the marketplace has far-reaching consequences and is not in the best interest of the consuming public nor the free enterprise system.

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Donald LaRose, President

Consumer Credit Education Becoming Big Thing Today

According to credit bureau authorities, one of the main causes of financial problems among middle-income families is poor money management. As one credit official said recently, "Many families operate on a hit-or-miss basis, and unfortunately, many have missed."

In an effort to help debt-entangled families meet their financial obligations and avoid financial disaster, communities around the nation, including many in Michigan, have established non-profit credit counseling clinics to help citizens and families.

These clinics are organized through local credit bureaus, with support of the retail merchants. They make no loans but offer two main types of services: budget counseling and "payment adjustment" — arranging bills so that a person can make smaller payments over a longer period of time.

"Helping people get their bills cleaned up is often just a simple matter of addition and subtraction," says Toby David, director of community relations of the Credit Counseling Centers of Michigan (CCC), which began operating in the state over a year ago.

"But sometimes the problem is more involved. In some cases, we sit down with a client and help him work out a plan that will get him back on his feet," says David,

TV's former Captain Jolly. "Many people are afraid to talk to their creditors and to be offered a plan for working out their problems. Often, all that's needed is a telephone call."

David explained that CCC is presently conducting a fund campaign for the newer branches. He said funds for operating usually come from the participants with the exception of those needed to open a new branch.

David felt food and beverage retailers were ideal sources for referring persons to CCC who could benefit by the service, which is sanctioned and endorsed by various local, state and Federal governments.

In a short time, CCC already has offices in Muskegon, Benton Harbor, Ecorse, Royal Oak, Garden City, Lansing, Flint, Saginaw, Grand Rapids, Ypsilanti and Detroit. Administrative office is located at 17000 W. Eight Mile Road, Southfield, Mich. 48075.

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ED DEEB

OFF THE DEEB END

The Pirates

One definition of a "pirate" offered by Webster's New Collegiate Dictionary, is, "to lure (a worker) away from another employer by offers of betterment."

Although piracy as such occurs in most every type of industry or profession, it probably occurs more in the food business on a proportionate basis than elsewhere—especially when labor is scarce here in the "auto state."

No one can blame an employee for wanting to better himself, nor a company for seeking someone from another firm to fill a void in their own operation. Piracy of talented, key personnel is occurring more in our industry today than at any other time—and at all levels from the manufacturer through the retailer.

A retailer, for example, can be in dire need of an experienced meatcutter. He feels, right or wrong, the best thing to do is "rob" his competition of a key man by offering more money and more fringe benefits. "Better he be stuck with the problem than me," he rationalizes to himself.

The very same theory may hold true at a manufacturing plant, a wholesale operation or a brokerage house.

Let us get to the root of the problem of employee piracy. One cannot blame an employee of a company for going elsewhere if it is genuine betterment and an advancement he could not have achieved at his present place of employment.

If he (an employee) leaves for another company, and has failed to have intelligently analyzed the opportunities and becomes unhappy in his decision, that's his problem. An employee does owe the courtesy to inform his present employer that he is contemplating a change and for what reason. If a worker or key man or woman informs a company of a potential move, and they (the company) fails to act, then pity the company.

However one looks at the problem, there is a matter of ethics that must be considered by all. Let us keep the food industry from any cut-throating or backstabbing or under-handed tactics that can only harm the participants or the entire industry.

Let us operate in this space age as if piracy ended on the high seas with Black Beard. Agreed, it is idealistic to operate in this fashion, but let us at least maintain high ideals in an age of much confusion and suspicion.

The Sounding Board

To the AFD:

My staff reports indicate that the Associated Food Dealers' Summer Jobs for Teens project is an excellent goal and I highly support your efforts to create jobs for teenagers this summer. It would appear you have already obtained a broad base of support for the project. I wish you much success in this greatly-needed effort.

William G. Milliken
Governor of Michigan

I wish to commend the Associated Food Dealers for its initiative in seeking to meet one of our community's great needs—finding vacation jobs for teenagers who desperately need to work.

Congratulations are certainly in order to the many organizations which have pledged your association their cooperation. Please feel free to call on us if there is any way we can be of help.

Jerome P. Cavanagh
Mayor of Detroit

There has been much publicity presented about the Food Stamp Program since its start in Detroit in 1961. None however has been more thorough or better presented than the article that appeared in the April issue of *The Food Dealer*. The article will certainly help in our continuing efforts to keep retailers and wholesalers aware of their responsibility to the program, and they can rest assured that we stand ready to offer our services at any time. Thanks for your continuing cooperation.

William R. Hairston
Officer-in-Charge
Consumer Food Programs
U.S. Dept. of Agriculture

Mr. Lynn A. Townsend has asked me to thank the Associated Food Dealers and to tell you that we heartily endorse the work of the association in helping to provide jobs for teen-agers during the summer.

Our company is also involved in this program and we are working very closely with New Detroit and the

National Alliance of Businessmen to help achieve high summer employment both here and in all the areas where we have plant operations.

E. H. Rydholm
Vice President, Civic Affairs
Chrysler Corporation

I wish to thank the Associated Food Dealers for the package you sent to me recently. As you can imagine, food comes in pretty handy here, especially at night because there is little to do. Eating is one of my more enjoyable habits, so the package helped feed myself and a couple of friends.

Sp/4 Mark Gerlach
1st Air Cav. Div., U.S. Army
Bien Hoa, S. Vietnam

EDITOR'S NOTE — Mr. Gerlach is the brother of AFD office secretary, Miss Nancy Gerlach, and is serving a hitch of duty presently in Vietnam. He will be discharged soon, and plans to get married shortly thereafter, around September.

We have received the April issue of your attractive magazine *The Food Dealer*, which contains the ad we prepared for "Michigan Week." Thanks for running the ad, and keep up the good work.

Paul Pfeiffer
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THE PRESIDENT'S CORNER

AFD To Establish Food Course For Members

By HARVEY L. WEISBERG

Things just aren't like they used to be in the food industry. And because they aren't, the Associated Food Dealers is setting up the mechanics to launch a food course in cooperation with Wayne State University.

A committee consisting of Frank Seaver and Ed Raney of Wayne State, Robert Lannen of P. F. Pfeister Company representing the Detroit Food Brokers Association, and AFD's Mike Giancotti, Ed Deeb and your's truly, have been studying the possibilities for some time now.

Thus far, we have talked about launching the first phase this September 22, a basic 10-week course utilizing the popular Quaker Oats Self-Study Course as background text material. Then, the AFD in cooperation with WSU, plan to follow through with Phase II, an advanced course on Retail Food Store Management. This would then be followed by Phase III, or Advanced Food Store Management.

The AFD has been, and is presently, looking more and more into the uses of education to help provide the tools for those presently in the business. Or, as a means for luring much needed, talented youth to our field or industry.



WEISBERG

Each session of the 10-week course will last about 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 ceremonies. The course will contain an average of between 125 and 150 persons.

This would surely be in keeping with some of the AFD objectives I mentioned at our Food Trade Dinner last February. Instruction will be by WSU faculty members and food industry executives qualified to discuss their subjects because of their practical experience.

In sponsoring a course in cooperation with WSU, we will offer a Certificate of Achievement upon satisfactory completion of it. This will probably provide many retailers their first opportunity to enroll and participate in a university-oriented course.

The success of such an AFD venture in behalf of our members depends on you. Would you support such a food course which will be offered to merchants throughout Michigan at a nominal fee, say \$50 or so?

If so, let us know. Call your executive director Ed Deeb today and let him know, so we can plan accordingly. The number is (313) 542-9550.

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Home Juice Co. — Still Growing Strong

"Variety is the spice of life but it will kill you in the juice business."

So says Albert Allen, president of the Home Juice Company, an AFD member, and he is not joking. Let him explain why: "You might say we are engaged in a continuing contest with nature. Every day we try to assemble a product that has the flavor and aromatics of the product we delivered yesterday and hope to deliver tomorrow."

Since its founding immediately following World War II in Chicago by the Haddad family, the Michigan division of Home Juice has grown where today it employs over 110 persons with company trucks delivering the firm's products to all parts of the state and Toledo, Buffalo, and Windsor, Toronto and Montreal, Canada as well.

Allen explains the main problem his firm has to watch for is the inconsistency of "our most important" ingredient—the fresh orange. It runs the flavor scale all the way from green to over-ripe.

Gerber Wins Product Award

Gerber Products Company, of Fremont, won the 10th annual award for Michigan's "Product of the Year" in connection with the annual Michigan Week promotion. The product is an infant food formula called "Ready-to-Feed Modilac." The company said it needs no additive, doesn't have to be refrigerated, comes in sterile and disposable bottles and can be fed at room temperature. A three-member panel of judges chose the Gerber product over nine other Michigan-made entries.

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What is the ultimate desired flavor? Describe a flavor and you are a genius, he says. The nearest thing is the taste of Florida's Valencias in the month of April. If you know that taste, then you know what Home Juice tries to capture.

Today, the firm makes a variety of drinks under the Home Juice label, and Mr. Pure brand orange juice. Allen, who began with the firm in 1947 in

Chicago, came to Detroit four years later. The plant in Detroit has undergone several expansions to where it rests on four acres, with a facility that measures over 65,000 feet.

Key personnel working on the Home Juice team include Mike Simon, vice-president; Robert Landy, general sales manager; Bruno Moser, who heads quality control; and Michael Kanan, controller.

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LOUISE MAGNUSON

Talented Food Gal With the Artist's Touch

Robert and Louise Magnuson never dreamed that when they established the Bays English Muffins Company 20 years ago, her paintings would adorn the paneled office walls, and he would become an art critic.

Today, it's Robert who spends time at Magnuson Food Products Company, an AFD member, while his wife Louise spends time with their five children at home, or painting. But her presence is readily felt at the office since many original paintings or prints she has done have found their way to the walls.

You might call Louise Magnuson, who best expresses herself through painting — a food gal with the artist's touch. For her, a painting is the result of reflection, and as it is painted, it becomes a revelation. For the viewer, she feels it is an invitation to open the mind. This is why so many paintings are done on Biblical themes, since they are powerful, she feels.

"My paintings have opened new vistas," she related to *The Food Dealer* reporter. "I conduct art encounters by showing colored slides of my work so as to relate to others and invite them to look at life anew. Painting is the medium I have chosen to relate with others through creative dialogue. My ultimate hope is that my paintings might invite people to be more aware of life and of one another," she says hopefully.

Mrs. Magnuson, who majored in literature at the University of Illinois and studied painting, attributes her renewed interest in art since 1964 to her husband. "Bob has not only given me a place to hang my works, but has also provided me with canvas, paint, paper and the mountains of supplies one needs to be an artist. He also inspires me to go on with it, and is willing to be a good critic of my work," she relates appreciatively.

It should be pointed out that Mrs. Magnuson has sound opinions regarding art and principles of design. They are not artificial, arbitrary rules. They are natural forces, real as one's sense of balance and as "potent as gravity."

Mrs. Magnuson conducts regular seminars and gives talks on her work as a religious artist and on Christianity and the arts. Each year she has been doing an original painting which is reproduced as her husband's and the family's own personal Christmas cards.

"Christmas All Year Round," is a concept inaugurated by Mrs. Magnuson when the family began reproducing the cards. In other words, her cards can be used throughout the year, and not just at Christmas time. She presently serves as a resource person for the Institute for Advanced Pastoral Studies at Cranbrook in Bloomfield Hills, and has shown her work there several times.

The Magnusons have five children, Ted, Eve, Laura, Linda and Bobby, and a black Labrador Retriever, named "Burnt Muffin". The AFD hopes Mrs. Magnuson will keep up her good works in art and painting for many years to come.



Mrs. Magnuson and paintings.

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THE BELL RINGER

Meat Prices Are Highest In 18 Years!

By ALEX BELL

Well, let's start out with a bang! As we go to press, Rep. Bill Fitzgerald has just informed us by phone from Lansing that House Bill 3181 to provide a minimum mark-up on beer has passed the House by a good majority. Now, c'mon fellas — get off your dead fannies and write your Senator urging him to pass this bill in favor of the small businessman! (Hello, Don!)

Nothing like stirring the pot a little!

We understand that Jay Welch is going to a psychiatrist that offers a lamp treatment with his couch. According to Jay, he doesn't help too much, but he is getting a helluva tan.



Mr. Bell

Our child bride and your's truly recently celebrated our 32nd wedding anniversary. We are still wondering how she made it with us for that length of time. So come on Rosie, let's go for 50 if you can stand it. (Edeebnote: *Pity the child bride!*)

Our child bride was complaining the other night that she did not have anything to wear. She said people would think she was the cook. We could not let that go by, so we quipped: "Not if they stayed for dinner." (That is why we have lost weight in the last few weeks: No food!)

We do not want be be poor and happy. Nor do we want to be rich and miserable. We would just like to be a middle-of-the-roader. You know, like moderately rich and a bit moody.

Now about high meat prices! It is going to be a long hot summer. As we write this, the Yellow Sheet quotes 55-55½¢ a pound, Chicago carload lots. Now let's get a little background. Corn is at a 22-year high, and corn goes into feeder cattle to finish them into choice beef. And, feeder cattle are selling for an average of \$35 a hundred, and beef futures (quoting live weight), sells for \$33.20 a hundred for August. Whereas live cattle are averaging \$35 a hundred. So, be prepared for some elected, or trying to be elected, politician to pick on meat prices. We say you should be prepared to tell these characters about the birds and the bees. And maybe they will forget about Grapes!

Talking about grapes, when an elected senator of the State of Michigan goes on a hunger strike until the Tea Company quits selling California grapes, we think he is

looking for a lot of cheap publicity, and the newspapers should ignore him like the plague. Or, send him to California to be elected to *their* Senate.

A new teacher was telling her class how she was going to conduct classes. She told her pupils if any of them wanted to go to the washroom, they should hold up two fingers. A small voice in the back of the room piped up: "How will that help?"

We have to hand it to Don LaRose. He is a terrific salesman. He convinced his wife that she looked fat in a fur coat!

Our child bride's finances are in such bad shape we have a suspicion that she is getting advice from Washington. (Edeebnote: *Alex, who's writing this column, you or your child bride?*)

The way things are going, "A dollar to a donut" will be an even money bet soon.

Sign of the Times: The boy who got a wrist watch on graduation from high school now has a son who wears one to kindergarten.

We remember when the only problem about parking a car was to get the broad to agree to it.

Just think, while you are reading this, a big fat computer in Kentucky is checking your income tax return.

(Continued on Page 18)

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Aug. 19—Brunch, Caribbean Dinner.

Aug. 20—Brunch, Dinner Show

Aug. 21—Breakfast, NAIFR Board Meeting.

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ALEX BELL

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- Make reservations early to secure best accommodations.

Around the Town

Congratulations to AFD member **George Verdonckt**, owner of **Verdonckt's Bakery**, Grosse Pointe. The reason: George was re-elected Councilman of the City of Grosse Pointe Park.

* * *

The Associated Food Dealers herewith extends its sincere and deepest sympathies to the family of **Andrew Geha**, owner and operator of **Davison-Fourteenth Mkt.** Mr. Geha died of a heart attack recently when he tried to foil a robbery in his store.

* * *

Tony Conn, operator of **Tony's Markets**, recently opened his fifth supermarket at 605 S. Opdyke Road, Pontiac Township at the corner of South Blvd. The 17,000 square-foot store features a unique deli department, and a specialty ethnic foods section.

* * *

Buddy Atchoo, former partner at **Berkley Food Center**, is the new co-owner of **Bonanza Food Market** on Joseph Campau at McNichols. Co-owners of the store include **Harry George** and **Joseph Khamo**. The store was a former **Lindy's** unit.

* * *

At the request once again of the **U.S. Senate Permanent Investigation Committee**, the Associated Food Deal-

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

* * *

TAshmoo 6-4500

"First We Render Service"

AFD MEMBER

ers once again has provided testimony to the distinguished Senate group. Only this time, it concerned the aftermath of the 1967 riot. The AFD, you will recall, testified before the group last May concerning the riot itself.

* * *

The new owner of the **Grand Value Super Market** on West Warren is **Peter Cassa**. He takes over from AFD director **Bernie Middleman** who says he's going into another type of food business.

* * *

Congratulations to **George N. Bashara Jr.** on his recent appointment as **Wayne County Probate Judge**. He is the son of AFD legal counsel, the senior **George Bashara**. Prior to his appointment to judgeship by Gov. William Milliken, **Bashara** served as chairman of the Michigan Employment Security Commission to which he was appointed in 1963 by former Gov. Romney.

* * *

The AFD was saddened to learn of the passing, May 16, of **Frederick H. Whetstone**, retail food salesman with **Continental Food Brokerage Co.**, an AFD member, until his retirement last year. Mr. Whetstone was once also affiliated with the **Kroger Co.**, **George Gardella Co.**, and **Food Association of Michigan** before joining **Continental**.

* * *

Tony Conn of **Tony's Markets** has teamed up with **Freddie Grossman** as partners in the **Internationale Galerie of Arts**, a new chain of "stores" which specializes in paintings and various types of art objects. The firm is located in Berkley. (Members of the food fraternity relate **Grossman** with **Allied Supermarkets**, and **Food Giant Supermarkets**.)

* * *

The AFD extends its thanks and appreciation to **Graubner & Associates** for hosting the May board meeting buffet dinner. We especially appreciate the culinary talents of **Sheridan Snell**, **Pat Tierney** and **Joe Mack**. We might also mention that TV's former Cap'n Jolly, **Toby David**, helped liven things up a bit before the meeting.

* * *

Longtime AFD member **Jimmie Jardack**, owner of **Food Lanes Super Market**, Southfield, has branched into the institutional food business by opening the beautiful **Sussex House Restaurant** at 19701 W. Twelve Mile off Evergreen also in Southfield.

* * *

Lindy's Super Markets has been opening a number of new stores in the southwest Detroit suburbs under the name of **Big Chief Super Markets**. The stores are managed by **Sam**, **Cal** and **Fred Levey**. (Fred is an AFD director.)

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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.

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434 W. Eight Mile Rd.

Detroit, Mich. 48220

Phone: 542-9550

TAX TOPICS**Business Operation Tips You Should Know**

By **MOE R. MILLER**
Accountant and Tax Attorney

Here is a systematic review of business practices which may be creating unnecessary taxes:

1—Are you considering the purchase of furniture and fixtures?

A. Don't overlook 20 percent first-year depreciation. You can deduct 20 percent of the cost of the first \$10,000 (\$20,000 on a joint return) of equipment bought each year.

B. You can get up to 7 percent of the cost of the equipment. The credit is allowed in full against the cost of the new property and up to \$50,000 a year of the cost of used property.

C. Don't overlook the tax differences between buying new and used equipment. You cannot take advantage of the speedy 200 percent declining balance or sum-of-the-years-digits depreciation methods for used property.

D. Properly timed year-end purchases of equipment offers tax saving opportunities. A mere postponement of purchase, say from December to January, can mean a loss of 7 percent investment credit and 20 percent bonus depreciation for the full previous year.

2—Do you use the straight line method of depreciation, compared with other acceptable methods that will save you taxes. But remember you need the treasury's permission to switch from the straight line method.

3—Proper inventory valuation is important in determining your taxable profit, and different methods of valuing inventory can produce different tax results.

4—If you expect to receive an unusually large amount of income this year, check income averaging; this is a good tax-saving device.

5—If your corporation's income is derived primarily from rents, interests or dividends, and if five or fewer individuals own 50 percent or more of the corporation, it may be subject to a penalty tax on personal holding companies.

6—If your business is considering making a charitable contribution, try and make it out of inventory since you are entitled to a charitable deduction for the fair market value of the donated inventory.

7—If you make business gifts to customers, clients, employees, these gifts can qualify as a deductible business expense, but note each gift is limited to \$25 for each individual recipient each year.

8—If your business has a capital loss, which is sustained by a sole proprietorship or partnership, this loss

can be deducted for an indefinite period until they are used up.

9—If you would like to operate your business as a corporation without paying a corporate tax, then a pseudo corporation would be your answer.

10—If you are planning to sell depreciable furniture and fixtures, the profit would be taxed as ordinary income to the extent of post-63 depreciation.

11—If your business is on the accrual basis and it owes expenses as salary or interest to a related cash basis taxpayer, make sure that these payments are made within two and a half months after the end of the taxable year.

Conclusion:

The following statement was taken from a magazine article, "When you cut prices, here's how much extra business you must do to make up for the cut in prices":

1—When you cut 2 percent, you need an 8.7 percent increase in sales.

2—When you cut 5 percent, you need a 25 percent increase in your sales.

3—When you cut 7½ percent, you need a 42.3 percent increase in your sales.

The Point: Take a good look before you start cutting prices!



MILLER

RETAILERS WHY FUSS?

**LET THE A.F.D. PROCESS ALL
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OUR COUPON REDEMPTION CENTER!
WE CAN DO IT FASTER AND
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434 W. Eight Mile Road
Detroit, Mich. 48220**

ALEX BELL

(Continued from Page 12)

Think about this: We can now fly to the moon, but the war in Vietnam still goes on and on.

* * *

According to AFD chairman, Mike Giacotti, on a recent trip to Las Vegas, he saw a slot machine with a sign on it which read: "In the event of an atomic attack, hide under this machine. It has never been hit."

* * *

We understand from Ed Deeb, our recent baby formula of garlic and orange juice is working "terrifically" with his new son. (Edeebnote: Alex, the key is the garlic!)

* * *

Welcome to NARGUS for its annual convention in Detroit this year, from the Associated Food Dealers — whose headquarters is the Motor City!

* * *

Dear John, that's all she wrote.—ACB

Detroit Packing Firm To Help U.S. Train Jobless

Nearly \$3½ million will be spent by the U.S. Labor Department to train more than 900 hard core jobless in the Detroit area within the next two years.

Great Markwestern Packing Co. of Detroit, an AFD member, will provide on-the-job training for 99 jobless applicants, with projected wage rates upon completion of



MOUNIR HAIDAR, left, owner of Farmington Party Store in Farmington, poses with his brother-in-law and co-manager, ALLIE HIDER, in front of the store's sparkling new liquor department.

the program ranging from \$2.60 to \$4 per hour. Average cost for the training is \$2,476 per person.

Other types of jobs range from drill and punch press operators to spot welders. The remaining 800 disadvantaged jobless will be trained by the UAW at an average cost of \$3,930 for each trainee. After completing the programs, the trainees will be offered jobs paying from \$3.19 to \$3.50 per hour.

Applicants for both programs will be selected through the Detroit area Concentrated Employment Program (CEP) agency, with the assistance of the Michigan Employment Security Agency.

Changes Made At Squirt-Detroit

Wayne D. Jordan, founder and president of the Squirt-Detroit Bottling Company in Ferndale, was elected chairman of the board at the organization's recent annual meeting of the Board of directors. Jordan served as president of the firm since its founding in 1955.

Succeeding Jordan as president is Clare Cralle, who had been vice-president in charge of sales prior to his promotion. B. L. Hendricks was re-elected treasurer and assistant secretary of the firm. Jay W. Sorge was re-elected secretary and legal counsel for Squirt-Detroit, an AFD member.

At the same time, Jordan announced the appointment of Gene A. Peare as sales manager of the firm. Peare was formerly co-ordinator of chain store sales with Vernor's.

Got A Gripe?

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 Gohs, Inventory Service VE 8-4767
 Heemer, Klein, Grainer & Lamb 754-3030
 Peter 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
 German Cook Book Cakes TA 5-1900
 Hakman Supreme Bakers KE 5-4660
 Independent Biscuit Co. 584-1110
 Koepplinger'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
 Tayslea 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
 Squirr 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 Huetteman & Son TA 6-0630
 Paul Inman Associates, Inc. 626-8300
 Interstate Marketing Corp. 341-5905
 Keil-Waltzman 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 3-5585
 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
 Gelardi Produce 921-3430
 Cusumano Bros. Produce Co. 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
 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 1-4466
 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

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
 Vite-Boy Potato Chips IY 7-5550

PROMOTION

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 1-6038
 Comp-U-Check, Inc. 255-2800
 Gulliver's Travel Agency 963-3261
 Pittsburgh-Erie Saw 835-0913
 Zablocki Electric 372-1791

SPICES AND EXTRACTS

Frank's Tea & Spices UN 2-1314

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. Geyman Company WO 3-8691
 Kaplan's Whise. Food Service WO 1-6561
 Raskin Food Company 865-1566
 Soartan Stores, Inc. 455-1400
 Super Food Services, Inc. 546-5590
 United Wholesale Grocery 834-6140
 Vlastic Food Co. 868-9800
 Wayne County Wholesale Co. 894-6300
 Abner A. Wolf, Inc. 584-0600

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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 in September.

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.