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)
When you see this card you know her check is good

Our Check Guarantee Card is designed to help both the customer and you. It's our promise to you that we'll stand behind that customer's personal check up to $100. Here's all your cashier does to assure it:

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3. Check to see that the card hasn't expired and write the card number and expiration date on the back of the check.

No guessing. None of your personal time consumed. You'll be seeing more and more of the Detroit Bank & Trust Check Guarantee Card. You'll cut down more on bad check losses by honoring it.
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...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.

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.
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 bystanders 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.
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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KOEPPLINGER'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 available in the right-sized packages.

IF KOEPPLINGER'S 4-BUN PACKS aren't on your display racks now, tell your Koepplinger 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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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-throat or back-stabbing 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
Jepson-Murray Advertising, Inc.
Lansing, Michigan

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**THE PRESIDENT'S CORNER**

**AFD To Establish Food Course For Members**

By HARVEY L. WEISBERG

Thing 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.

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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ALLIED MEMBER
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 inconsistancy 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.

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.
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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Display These Picnic Items
For Added Sales, Profits
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.

Our child bride and yours 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.

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 to 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. (Edieehnote: 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)
Join The National Caravan to the . . .

84th Annual Convention of the
NATIONAL ASSN. of INDEPENDENT FOOD RETAILERS
Five Fun-Packed Days • Four Fabulous Nights!
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Aug. 17—Sunday, Cocktail Reception and Dinner.
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Aug. 19—Brunch, Caribbean Dinner.
Aug. 20—Brunch, Dinner Show
Aug. 21—Breakfast, NAIFR Board Meeting.

IN ADDITION: Business Sessions, Speakers activities for Ladies, Sunshine Club programs, and many other surprises.

Entire convention package cost $269 per person, and in addition to the above, includes round-trip jet air transportation, Rooms consist of deluxe twin-beds and each room with a private balcony with magnificent view, all taxes and gratuities, and registration fee. Fresh whole-cup pineapple in each room.

Fill in the attached Reservation Blank and mail NOW! or Call . . . Alex Bell at TU 2-2530, or the A.F.D. Office at 542-9550.

ALEX BELL
Nat'l. Assn. of Independent Food Retailers
434 W. Eight Mile Road
Detroit, Michigan 48220

NOTE: Reservations will not be accepted after July 15, 1968.
• $25 deposit required with each reservation.
• 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 Bananza 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 Dealers 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 Grauhner & 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.)
Your family deserves the best!

Protect them with your association's broad program of Personal Insurance!

Disability Income Insurance
PAYS up to $500.00 a month when you're sick or hurt and can't work. This is TAX-FREE cash to spend as you see fit—to buy groceries, pay the rent, the utilities, or any other living expenses.

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PROVIDES up to $20,000.00 in life insurance protection for Dad plus up to $3,000.00 for your wife and $1,500.00 for each of your children. Important, low-cost coverage to supplement your present life insurance program.

Don't gamble with your family's financial future. Protect them now with this outstanding program of health and life insurance. It's available to you at low Association Group rates through your membership in the Associated Food Dealers of Greater Detroit.

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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 mem­
bers 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.

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Store Name ________________________________
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Owner's Name ________________________________

Do you wish Blue Cross Coverage?
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Through membership in the Associated Food Dealers,
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of general insurance, coupon redemption program
are available. Call and let us tell you about them.

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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!
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 Giancotti, 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 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.

Got A Gripe?
Don’t Push the Panic Button — Call 'The Panic Line'
566-2429
(313) IN DETROIT

Newest Service of the AFD and The Food Dealer — Designed to Bring Action, Solve Problems

MOUNIR HAI DAR, 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.

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.
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.