



# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

MARCH, 1969



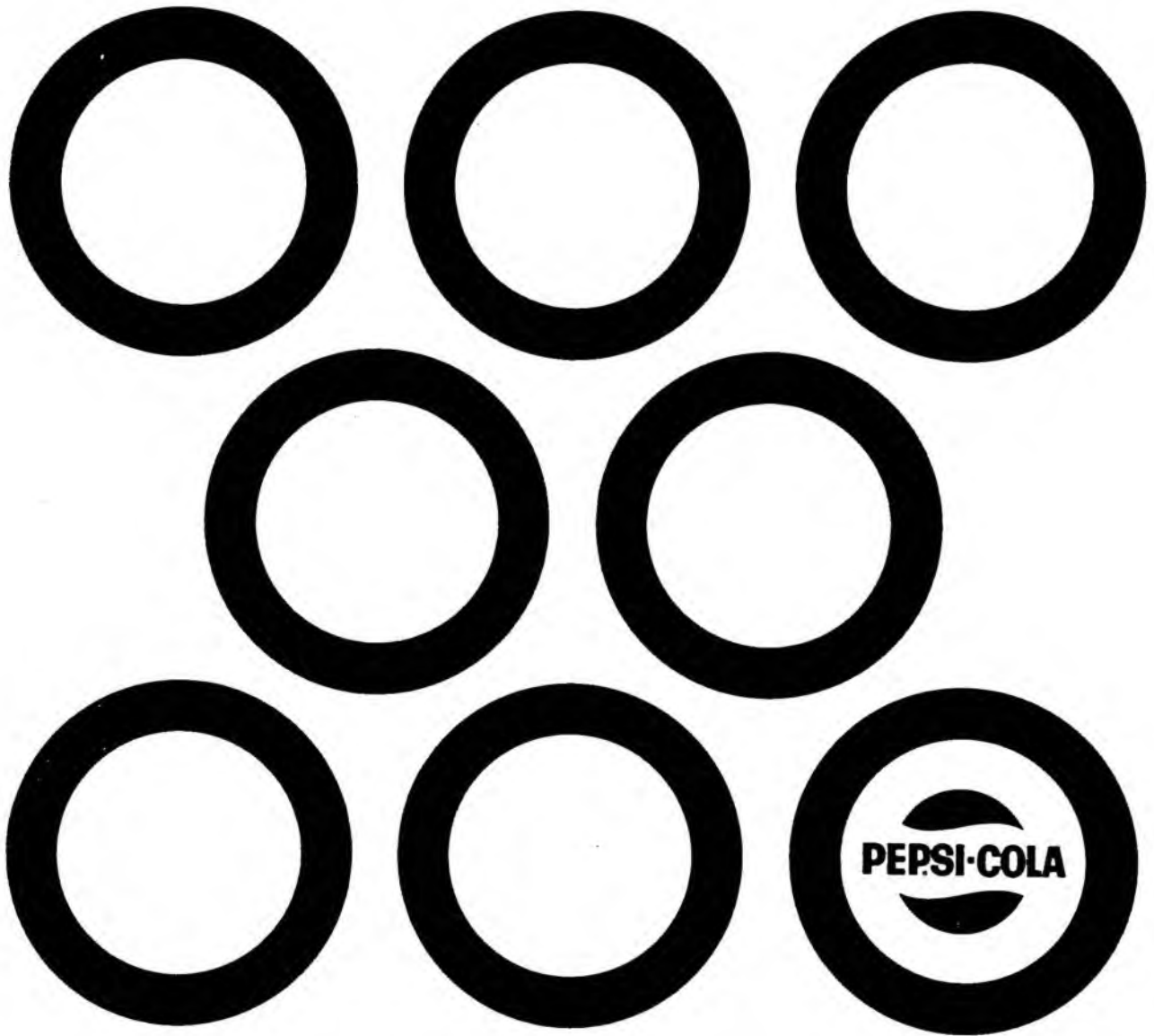
## Food -- That's Our Bag!

Associated Food Dealers president Harvey Weisberg, right, is shown presenting a bag full of groceries grown or made in Michigan to Gov. William G. Milliken. The occasion was the signing of a proclamation declaring the 4th annual "Grocers Week in Michigan," sponsored by the association in behalf of the state's 9,000 food merchants. Looking on is AFD treasurer J. Richard Przybylski.

# ATTENTION: PEPSI-COLA DEALERS

You can wind up in the Winner's Circle  
in Michigan's

# FAMILY FUN SWEEPSTAKES



Your Pepsi-Cola route salesman  
has all the details.  
Watch for him.



## ***State Food Council Hosts Twenty State Legislators***

The Michigan Food Trades Council, comprised of seven food distribution associations, hosted about 20 state Senators and Representatives at a dinner-meeting held recently at the City Club in Lansing. It was the first meeting held with state government officials in unison in recent food field history.

Following dinner, MFTC chairman William DeCrick gave a brief presentation on why the council was formed, who it is comprised of, and how it could help legislators by providing valuable food information, and appearing at various hearings to give vital testimony when needed.

Among the Senators attending included: Sander M. Levin (D-Berkley), Raymond Dzendzel (D-Detroit), Harvey Lodge (R-Waterford), Emil Lockwood (R-St. Louis), Stanley Rozycki (D-Detroit), Roger Craig (D-Dearborn), Stanley Novak (D-Detroit), Robert Richardson (R-Saginaw), and Jerome Hart (D-Saginaw).

Representatives on hand included Loren Anderson (R-Pontiac), William Fitzgerald (D-Detroit), James Callahan (D-Mt. Morris), Frank Wierzbicki (D-Detroit), Stephen Stopczynski (D-Detroit), Stanley Davis (D-Grand Rapids), Philip Pittinger (R-Lansing), and Casmer Ogon-

owski (D-Detroit). Detroit Mayor Jerome P. Cavanagh, in Lansing for a hearing, stopped by the meeting and greeted those in attendance.

Recently, the MFTC met to formulate aims and objectives, and elect a chairman and secretary. In addition to DeCrick, elected chairman of the council, Edward Deeb, executive director of the Associated Food Dealers, was elected secretary.

The following Aims and Objectives were adopted by the MFTC:

"To provide an atmosphere of good-faith, knowledge, respect and understanding within and throughout the entire food industry in the State of Michigan, and to disseminate to the general public information about our industry;

"To present a platform of communication and inter-communication, within the food industry, designed to expedite the inter-change of ideas and to seek out those thoughts that will benefit the food industry as a whole;

"To provide the vehicle which conveys our carefully considered opinions relative to regulations and/or legislation acted upon by the Michigan legislators which may have a direct bearing on the food industry; and

"To establish, where necessary, programs for needed legislation, regulation or education, that benefits the food industry, or to oppose, where necessary, legislation, regulations, practices or opinions that are detrimental to the food industry."

## **Hulscher Named To Head Abner Wolf Cash-Carries**

Edward Hulscher, formerly with United Wholesale Company of Grand Rapids, has been named director of Abner A. Wolf's cash-and-carry operations, it has been announced by Ben Wettenstein, executive vice-president and general manager.

Hulscher is a native of Amsterdam, The Netherlands, where he attended and graduated from the Naval Academy there. Presently he is working on his master's degree at the University of Detroit.

At the same time, Wettenstein announced that William Rantala has joined the firm as a meat merchandiser, coming from Ohio.

The Wolf general manager also revealed that the firm's new Livonia warehouse is presently handling the bulk of the grocery orders. The firm moved the major portion of the warehouse operation to the new Livonia warehouse recently, and within a couple of months should completely be operating from the suburban warehouse.

## **Farm Crest Remodels, Expands Detroit Office**

Farm Crest Bakeries, an AFD member, has expanded and remodeled its Detroit-based offices, it has been announced by Dee St. Dennis, general sales manager of the firm. In addition, the company has installed a brand new and larger data processing machine which will help speed services and billings to customers.

In addition, St. Dennis announced three promotions at Farm Crest. John McAllister, has been named special assistant in the restaurant and institutional sales department; Frank Zammitt, formerly city sales supervisor, was promoted to Redford branch manager; and Howard Bushor, formerly a route salesman, has been named sales supervisor the firm's grocery department.

# THE FOOD DEALER

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**THE ASSOCIATED FOOD DEALERS**

434 West Eight Mile Rd. Detroit, Michigan 48220

Phone: 542-9550

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# The Sounding Board

To the AFD:

Your recent 53rd annual "Food Trade Dinner" was a tremendous production. The Associated Food Dealers is to be commended for the well-organized and interesting program.

**Ray Stalla**  
**Archway Cookies**  
**Detroit**

I wish to compliment the AFD in the manner in which the Annual Food Trade Dinner held recently at Cobo Hall was handled. It proved that much consideration and planning had been put towards this affair.

May I also take the opportunity to wish Harvey Weisberg and the AFD a most successful and progressive year.

**Les McMahan**  
**Regional Sales Manager**  
**Sunshine Biscuits, Inc**

In behalf of the Family Budget Council of Detroit, I would like to express our gratitude to the Associated Food Dealers for the assistance you gave us in obtaining information on our annual food price survey recently. The women involved in the survey found the letter you provided most helpful when calling on the retailers.

**Shirley O'Connell**  
**Nutrition Consultant**  
**Visiting Nurse Association**

**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**

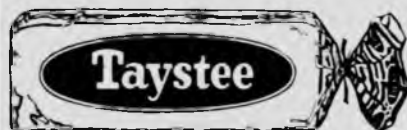
# Look who's working for American Bakeries!



It's Joe E. Ross. Who used to work in "Car 54."

He'll be starring in a whole series of commercials for American Bakeries. If you carry American Bakeries bread—get ready to make more money.

If you don't...



**ED DEEB**

## OFF THE DEEB END

# On Romance

There was once a time in our history during the 18th century when individuals were a part of the Romantic Era. The concept was originally referred to as love between individuals, chivalry, adventure and so on.

It was a time when individuals were freely imaginative, heroic, adventurous; when persons were more expressly idealistic. People were then interested in the ways of nature, and common man.

Many people today covertly still believe in the concept of romance or romanticism. Times have changed, though. Emphasis today is on technology, science, and specific details, while seemingly ignoring the total concept of society, one's family, one's job and the like.

Many persons today in business for themselves or employed by various companies are missing the boat by missing out on romance. Consequently, their way is a matter-of-fact concentration on details, while ignoring the total concept of his role in relationship to his supermarket, brokerage company, wholesaler or manufacturer.

Persons seem more concerned with hurrying to get a job done, rather than how it is done, and how they fit into the total picture of a company, organization or society. Consequently customers doing business with you acquire a "left out" feeling.

What a difference it would make if an individual put some romantic creativity, chivalry and adventure in their jobs today. Your customers would love you, no matter who they are.

Enthusiasm, interest and attention in people is contagious. One would be able to express genuine concern in an individual who could be a customer or an employee. Toss a little knowledge about the role an employee plays in the total picture, how important he or she is to the company, and to the customers. You will indeed win more customers and influence sales.

Putting the romance into the job, will turn your dull world into a new perspective, with new meaning, greater understanding and happiness. Try it and see!

# ABNER A. WOLF, INC....

**SALUTES THE ASSOCIATED FOOD DEALERS  
ON YOUR FIFTY-THIRD ANNIVERSARY.**



BEN WETTENSTEIN

- ★ *1969 Should Be a be a great year in the food Industry in the State of Michigan.*
- ★ *Your progress through the years is a tribute to your strong leadership.*
- ★ *We are progressing too! We are now shipping groceries from the largest food distribution Center in the entire United States from our magnificent new Plant in Livonia.*
- ★ *We have a total action program for all Food Retailers! We Welcome you all to join us in our total action program which includes....Groceries, Dairy, Produce, Meat, Deli, Fresh Frozen, Health & Beauty Aids, Non Foods, Housewares, Soft Goods, Tobacco, Cigarettes, Candy, School Supplies, Store Supplies....PLUS Merchandising, Advertising, Operations, Promotions, Personnel Procurement, Equipment & Cost Control...and now a Voluntary Group...BIG-A.*
- ★ *Let's Work Together in 1969 through Our Total Action Programs!*



• AMERICA'S MOST PROGRESSIVE FOOD DISTRIBUTOR

**ABNER A. WOLF** *Incorporated*

8601 MEADOWDALE

DETROIT, MICHIGAN 48228

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**EIGHT CONVENIENT CASH AND CARRY OUTLETS**

Detroit—10450 W. Warren—581-9683 E. Detroit—22609 Gratiot—779-1030 Lincoln Park—25900 W. Outer Dr.—383-9798  
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Saginaw—1900 N. Michigan—752-3351 Lansing—305 River Street—489-9263

## THE PRESIDENT'S CORNER

# The Importance of Community Involvement

By HARVEY L. WEISBERG

Giving of one's time to various segments of his home and/or business communities, can be of immense value and satisfaction to individuals of the food industry. And it makes no difference whether one is an owner or employee in a food store, wholesale company, brokerage or manufacturing concern.

How can one become involved, if not already?

Involvement can mean helping in your church or synagogue, a charity, civic endeavor, the PTA, government, your political party, service organizations, neighborhood groups or even your own business association, as the Associated Food Dealers, or DAGMR.

Relating this involvement to our own industry, there are many ways an individual can be involved. First of all, one should be in



WEISBERG

the right frame of mind; to want to be involved in the first place. Secondly, one should not mistake joining an organization or serving on a committee as being involved.

In the AFD, for example, we are involved in numerous projects designed to make our industry and community a better place to live and work in. These projects are basically categorized into (1) Member projects; (2) Industry projects; (3) Consumer projects; and (4) Community projects.

Within all of the categories, concurrently we constantly consider various types of legislation and law enforcement which may need to be inaugurated, modified or even eliminated if necessary. This tends to make the involvement a little more complicated, but nevertheless a very important part of the association's thinking and planning.

What are some examples of the involvement projects in the various categories mentioned above?

**MEMBER**—The bad check problem; coupon handling; insurance protection; shopping cart theft; and crime, to mention a few.

**INDUSTRY**—Cooperation with all the various food trade associations in Michigan, since we feel we are all on the same team, and together can get the job done quicker.

**CONSUMER**—To constantly provide useful consumer information to the press and the community on our industry; to help teach consumers how to be better shoppers; and to provide the best possible services and products. Dialogues and seminars help to relate the needed information also.

**COMMUNITY** — The program between the Detroit Police and the AFD on crime prevention, and the program to help provide summer jobs for teens would be a couple of examples in this category.

These are just a few of the various projects or problems the association is working on.

Involvement in these projects can be achieved by an individual volunteering to join an organization with a specific intention of actively serving in a particular committee; or by agreeing to accept responsibility when asked to contribute your time, talent or money.

There is much to be done, so let us get started. We welcome your joining us.

## DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

TAshmoo 6-4500

*"First We Render Service"*

AFD MEMBER





Everything's premium but the price

***Stroh's***  
**BEER**

OVER A CENTURY OF SATISFACTION

The Stroh Brewery Company, Detroit 26, Michigan

## Federal Trade Commission Issues Guidelines On Co-op Advertising

The Federal Trade Commission recently issued final guidelines for the granting of advertising and promotional allowances under the Robinson-Patman Act and the U.S. Supreme Court's decision in the controversial Fred Meyer case. Although the vote was 3-2, the FTC held that a manufacturer who offers such allowances is obligated to see that these are available to customers whether or not the allowances are made directly to those merchants or indirectly through wholesalers. (It should be noted, however, that individual units of chains and cooperatives are not considered manufacturers' customers.)

Many food companies, distributors and trade associations had expressed their fears that the guides, proposed last July 25, were so stringent they could not be compiled with and thus would tend to dry up the practice of granting ad allowances. This, it was contended, would work to the detriment of many retailers and manufacturers, and would particularly hurt smaller stores who depend on manufacturer money as a promotional tool. The final FTC guides will take full effect May 1, 1969, unless the commission decides before then that further revision is in order. Any further decisions will be based on considerations of comments or views received by the FTC through April 15.

### Pepsi's Don Kendall Named New Head of Business Alliance

Donald M. Kendall, president of PepsiCo Inc., an AFD member, is the new chairman of the National Alliance of Businessmen. He was recently named to head the alliance by Presi-

dent Richard Nixon. The organization, which works with the government, will help provide jobs in industry for hard core unemployed workers. He succeeds Henry Ford II, chairman of the Ford Motor Company. Assisting Kendall, and named vice-chairman of NAB, will be Lynn Townsend, chairman of Chrysler Corporation.

### Rae Dehncke Succeeds Ormond Foley At Beer-Wine Wholesalers

Rae Dehncke, general sales manager of the midwest division of National Brewing Company, an AFD member, has succeeded J. Ormond Foley as executive manager of the Michigan Beer & Wine Wholesalers Association. Dehncke, who was with National since 1957, assumed his new duties Monday, March 3, following his resignation from the brewery. Foley will stay until he retires April 1 from the job he has held since 1957.

## KAPLAN'S Wholesale Food Service

### SWIFT'S and WILSON'S CHITTLINS

- FROZEN FOODS
- 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

WO 1-6561

2630 RIOPELLE STREET

(In the Eastern Market)



## QUALITY!



Available in either of two sizes — our large 8 1/2-oz. 4 muffin package, or the popular medium size 6-muffin pack.

**"THE TOAST OF AMERICA"**

MAGNUSON FOOD PRODUCTS • • DETROIT 1, MICHIGAN

3960 THIRD AVENUE, FAIRMONT 1-0100



**AFD FOOD TRADE DINNER**  
*53rd Anniversary*  
**A CAMERA-EYE'S VIEW**



## Around the Town

**Wyandotte Market**, an AFD member, located at 1612 Ford Rd., Wyandotte, burned down a week ago. The market is owned by **Frank Rayis**, who had successfully established the store when he relocated there following the 1967 riots.

\* \* \*

AFD director **Omer Gagne**, head of **People's Super Markets**, Pontiac, has been named chairman of the annual White Cane drive in that city by the Lions Club.

\* \* \*

**Michael Khami**, son of former AFD director David Khami of Associated Distributing Company, an AFD member, has opened a Time Fine Food restaurant at 33971 Plymouth Rd., near Farmington. The recent graduate of the University of Detroit invited all food field men to stop in and say hello.

\* \* \*

**Food Marketers, Inc.**, an AFD member, has named **Lawrence Danna Jr.** as manager of the firm's Grand Rapids branch. Danna has been with the firm since 1963. He accepts his new position after having served as account manager.

\* \* \*

**Chatham Super Markets**, an AFD member, has elevated three to positions of vice-president, it was announced by Bernard Weisberg, president of the 25-store organization. **Harry Resnik** was named v.p. of grocery merchandising; **Sam Feig** was named v.p. of meat merchandising; and **George Feinberg** was named v.p. of produce merchandising.

\* \* \*

**John Hutsler** has been named vice-president of drug and general merchandise at **Allied Supermarkets, Inc.**, it has been announced by chairman **Charles E. Jolitz**. Hutsler will be in charge of the firm's drug store operations in Michigan and Ohio.

\* \* \*

**Les Gruber**, head of **Gruber's Food Markets**, Monroe, has been elected a director of Associated Grocers Wholesale Company of Toledo, Ohio.

\* \* \*

**Fred J. Falle** has been named marketing manager for **Strongheart Products Company**. He was formerly with Rival Pet Foods. Falle's area will include Michigan, Ohio, Illinois and Wisconsin.

\* \* \*

**Nick D. Christy** has been elected a vice-president of **Awrey Bakeries, Inc.**, an AFD member, it has been announced by the firm's president, Robert C. Awrey. Christy

is director of food service for the firm, and prior to joining Awrey, was with Continental Baking Company, an AFD member.

\* \* \*

**Robert Schiffer**, president of the **Michigan Brewers Association**, said recently that the state's beer drinkers consumed nearly 6 million barrels of the malt beverage in 1968, and in doing so, paid direct taxes of \$108 million to federal, state and local treasuries.

\* \* \*

AFD president **Harvey Weisberg** was made an honorary member of **Pi Sigma Epsilon**, following a talk recently before the fraternity's Michigan State University chapter. His talk was titled "The Challenge of Change."

\* \* \*

**Tony Iannetta**, a driver-salesman for **Krunch-Chee Potato Chips**, an AFD member, has been named the firm's "Salesman of the Year," it was announced by Ed Calmeyn.

\* \* \*

Installation of a new automated spiral lift for potato chips, has been announced by **Better Made Potato Chips**, an AFD member. The lift is an important part of the firm's new automated production line, and accommodates 900 pounds of potato chips in 3½ minutes.

\* \* \*

**Gene A. Peare** has been named a sales representative for the Life division of **Lawn House Products, Inc.** Peare, formerly with Vernor's, Inc., will be responsible for the Detroit territory south of Six Mile.

\* \* \*

**James K. Tamakian Co.**, an AFD broker member, has been appointed broker for Shimmer Low Calorie Gelatin Dessert. The product is produced by Louis Sherry, Inc., New York.

\* \* \*

**Ralph E. Lane**, formerly with the National Tea Company, has been added to the staff of **P. F. Pfeister Company**, an AFD member, it was announced recently.

\* \* \*

**Ray A. McMahon**, co-founder of **McMahon & McDonald, Inc.**, an AFD member, has retired from the company after 35 years in the brokerage business.

\* \* \*

**Ben Wettstein**, vice-president and general manager of **Aber A. Wolf, Inc.**, an AFD member, was moderator of an important workshop session during the 63rd annual convention of the National Association of Wholesale Grocers of America (NAWGA) held recently in Chicago.

\* \* \*

**Les McMahan** of Sunshine Biscuit Company, who recently was transferred to Chicago, has returned to Detroit. Welcome back, Les. We missed you!

## THE BELL RINGER

# 'It's Your Country: Love It or Leave It'

By ALEX BELL

We have bad news this trip around. We are going to build a house in Las Vegas so that we can get closer to Howard Hughes' money.

\* \* \*

By the time we get to Phoenix we will be busted. What we will do the rest of the way, we don't know.

\* \* \*

So far we haven't heard a knock about the recent AFD Trade Banquet held at Cobo Hall. We take it that it was an unqualified success. At any rate, it was one helluva party!

\* \* \*

We understand that Goodman's rug cost \$35. (An inside joke.)

\* \* \*

Don't forget, dear readers, if you have read it before, you didn't read it here.

\* \* \*

Just a personal opinion: Tiny Tim should be sent to the Ford Expressway to play dodgem with the Exway Kamikazes.

\* \* \*

The people who sell you the most profitable items in your store (if you're in the retail food business) was the top spender for TV advertising last year. Who else but P&G?

\* \* \*

Don't forget, boys, keep those cards and letters coming on the minimum mark-up on beers. So far we have received a few good letters. So, come on get involved!

\* \* \*

Welcome back to Detroit to Mac Hittson of Great Scott!

\* \* \*

We wonder how long the law of the jungle is going to govern the food business in this town?

\* \* \*

We have the feeling that we are blowing the Pulitzer Prize for literature. (Edeebnote: Yeah, Al, you just missed getting it.)

\* \* \*

We have a problem. Our child bride has taken up bird-watching. Our problem, dear reader, is that your's truly is the bird she is watching.

\* \* \*

The National Assn. of Independent Food Retailers will hold its 84th annual convention August 17-21 at the Balmoral Beach Hotel in Nassau, the Bahamas. Full details in our next award-winning column.



Mr. Bell

We understand that a well known local foodman was quite embarrassed last week. He had just registered at a hotel under an assumed name when he heard himself being paged—under his own real name. Tsk, tsk.

\* \* \*

Our old friend Brownie of Eastern Poultry gave us the word that they are now in the big time. Eastern had a full table at the installation banquet. Also, they are now hustling frozen beef.

\* \* \*

Our boy Eddie Acho has gained such command of the English language that he has threatened to be a guest columnist next time out. This should be velly interesting.

\* \* \*

We understand that Bernie Middleman at one time had a very voluptuous checker. He told her last week to take a day off—he wanted to think.

\* \* \*

We have just received the news that Joe Eschelbacher of New York passed away March 2. Known to many in the national association as "Uncle Joe," he will be missed by his many friends. Joe was 91.

\* \* \*

Latest Bumper Sticker: "It's your country—Love it or leave it."

\* \* \*

Our child bride is on a new kick. She has a combination beautician-psychiatrist. He shrinks her head and combs her out at the same time.

\* \* \*

We understand that the deodorant nuts have a new kick going. They have a spray-in.

\* \* \*

The airlines are now offering two trips to the south. One is direct to your destination or via the scenic Havana hijack route.

\* \* \*

Well, like we said, we just blew that Pulitzer Prize!

\* \* \*

Dear John, that's all she wrote.—ACB

**United Dairies**  
Quality, taste!

COMMENDED by PARENTS' MAGAZINE AS ADVERTISED THEREIN

## Around the State

**FLINT**—Hamady Super Markets will soon sign a lease to occupy a 20,000 square-foot supermarket in a 120-acre shopping center at Miller and South Linden Roads in suburban Flint township. It has been announced by Jack Hamady, president of the food chain, and an AFD director. The center is expected to be the latest and most modern food store in the Flint area. Other major tenants in the center will be J. L. Hudson Co., and Sears, Roebuck & Co.

**SAGINAW**—Stan Molesky of the P. F. Pfeister Co. has been elected president of the Saginaw Valley Food Brokers Association, comprised of 22 eastern Michigan brokers representing manufacturers who do not have a local sales staff in the area. Other officers elected include Ron Seager of Harris Crane and Company, vice-president; and Stan Murphy of United Brokerage, secretary-treasurer. All firms are AFD members.

**VASSAR**—Frank Malott, head of Super Food Services in Michigan, an AFD member, has been named a vice-president of SFS, it was announced recently at the firm's Dayton, Ohio headquarters. Malott has been with the wholesale company since 1962.

**GRAND RAPIDS**—Speaking before the Grand Rapids Grocery Manufacturers Representatives at the Comet Restaurant here, Joseph G. Foy, president of Spartan Stores, Inc., an AFD member, praised sales representatives of food companies but warned there are "big challenges" to be met in the future. In addition to being salesmen Foy said they will have to be marketing experts as well.

**LANSING**—Senate Bill No. 126, designed to revise the antiquated and discriminatory 500 foot law as it pertains to beer, wine and package liquor retailers, was introduced recently into the state Legislature. Sponsor of the bill was Sen. Stanley Rozycki (D-Detroit) who was also a co-sponsor of the bill during the last session which was eventually vetoed by former Gov. Romney. The AFD is strongly supporting this new measure once again, and has indicated many other liquor regulations are discriminatory.

## Five New Supplier Members Join AFD

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

**MICKELBERRY'S FOOD PRODUCTS**, meat packer and food distributor. 3925 Tillman Avenue, Detroit, Mich. 48208; phone 894-6600.

**TOYS UNLIMITED**, distributor of a wide variety of toys and non-food items. 933 N. Auburn Road, Rochester, Mich. 48063; phone 852-3798.

**OAK PACKING COMPANY**, meat packer and distributor, 2448 Riopelle, Detroit, Mich. 48007; phone 961-2160.

**HEEMER, KLEIN, GRAINER & LAMB CO.**, public accountants. 28007 Hoover Rd., Warren, Mich. 48093; phone 754-3030.

**TROMBLEY SALES COMPANY**, distributor of dairy products, 4501 Trombly, Detroit Mich. 48211; phone 925-9505.

These new members and all AFD supplier and service members deserve your support and patronage. Refer to the Supplier's Directory on Page 19 often. In fact clip it out of *The Food Dealer* magazine and post near your phone. Inter-industry cooperation is vital for food industry harmony.

### 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

# 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.

### Life Insurance Coverage

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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## AFD Launches Fund Campaign

The Associated Food Dealers has just launched a fund raising drive to help raise money for the year's legislative and public relations programs. It has been announced by president Harvey L. Weisberg.

In cooperation with the fund-raising campaign, the Association is offering food distributors a chance to purchase Metro Passbooks filled with \$1,200 worth of complimentary tickets to various supper clubs, sporting events, theater and so on. Through AFD-Metro's unique offering two can have fun for the price of one!

Every time you use a metro coupon, it's like receiving half the cost of your evening out on the house. Buy one meal, get one free as an example. (See advertisement below.) Special cost of the book is \$7.95 exclusively through the AFD. Normally, the same book sells for an average of \$10.

## Litter Prevention Contest Generates Much Interest

There has been widespread community interest in the current litter prevention slogan contest, which is indicated by the thousands of slogans being sent in by citizens. The contest is being sponsored by Action Line and the Litter Prevention Committee of the Chamber of Commerce, with the AFD cooperating.

Here are a few of the random samplings of slogans being received:

- "Clean up your city and make it pretty."
- "Help fight grime in the streets."
- "Don't litter; Ladybird could be watching you."
- "Stash your trash."
- "Do your thing — have a trash bash."
- "Indoors or out, don't spread litter about."
- "Streets look fitter without litter."
- "There's cash in your trash."
- "Keep the sight right."
- "Don't throw it, stow it."



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Join the fun! Metro membership includes our exclusive WORLD TRAVEL CLUB which features Detroit's lowest priced trips to Europe, Jamaica, Bahamas and Las Vegas last year.

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Another Metro value! Through exclusive arrangements with TWA your membership also includes a TWA 1/2 price youth fare card which allows anyone 12-21 years of age to fly at 50% off almost anywhere in the United States.

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## AFD's Food Trade Dinner Hailed As Biggest Ever

The 53rd Annual Food Trade Dinner of the Associated Food Dealers held recently at Cobo Hall, Detroit, was a smashing success. With over 900 persons in attendance, it was the largest crowd ever to attend a food association function in Michigan.

In addition to the stimulating talk given by newly installed AFD President Harvey L. Weisberg of Chatham Super Markets, Detroit Police Commissioner Johannes F. Spreen was on hand to greet the food industry and install the new officers. Outgoing president Michael Giacotti of Auburn-Orchard Super Markets, who was recently elected chairman of the association's board was presented with a fitting plaque in appreciation for his outstanding leadership as AFD president.

Following the program, those who attended were treated to the nostalgic music of the fabulous Glenn Miller Orchestra under the leadership of Buddy DeFranco.

A successful big event as this cannot go without proper acknowledgements. The AFD extends its sincerest thanks to the Pepsi-Cola Company for again hosting and sponsoring the cocktail hour before dinner; to Michigan Wineries for supplying the tasty wines at the tables; to the following companies who sponsored the evening's entertainment: Darling & Company, Detroit Rendering Company, Wayne Soap Company, Bonnie Bakers, The

Borden Company, Faygo Beverage Company, Frito-Lay, Inc. (who also provided the snacks during the cocktail hour and after dinner). Grosse Pointe Quality Foods, Fred Sanders Company, Sealtest Foods, Spartan Stores, United Dairies, Velvet Food Products, Ira Wilson & Sons, and Abner A. Wolf, Inc. Thanks also to Holden Red Stamps and General Mills for donating the prizes; to Robert Bowlus Sign company for providing the attractive signs; and to Ford Motor Company for the colorful decorations. Thanks also to the wonderful association members and advertisers in The Food Dealer magazine. The AFD is truly grateful to all of you.



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## TAX TOPICS

# How to Compute Auto Expense Deductions

By MOE R. MILLER

Tax Accountant and Attorney

Virtually all expenses connected with operating a car for trade or business are deductible, such as gas, oil, lubrication, washes, tires, supplies, parking fees and depreciation.

If a car is used both for business and pleasure, only the operating expenses and depreciation applicable to business use are deductible expense. But a different rule applies to interest on a car loan and various taxes on gasoline and purchase of a car if the car is used for business and pleasure. The portion of interest and taxes to business use of the car is deductible, but the interest and taxes applicable to pleasure can only be deducted if the taxpayer claims itemized deductions for interest and taxes, etc., instead of taking the optional standard deduction.

If a taxpayer sells his old business car for cash and then buys a new car, the new car will be considered bought for all cash rather than be part trade-in. The sale of the old car will give the owner a taxable gain or a deductible loss. If the sale of the old car is made to the same dealer from whom the taxpayer purchases the new car, the Treasury may treat the sale and purchase as a trade-in.

Many individuals, who drive their cars for pleasure and business, can avoid the headache of figuring the de-



MILLER

ductible portion by taking a flat deduction of ten cents a mile for the first 15,000 miles and 7 cents a mile for each additional mile of business use during the taxable year. Parking fees are deductible in addition to this optional standard mileage rate. A taxpayer may use the standard rate one year, compute his actual expense and depreciation the next year.

If an owner, who used the standard mileage deduction sells his car, the straight line depreciation is deemed to have been allowed to arrive at the true basis of the car for computing his gain or loss on the sale.

### Certain personal car expenses are deductible even with no business travel.

- 1—State and local gasoline taxes.
- 2—Interest on car loans.
- 3—Casualty and theft losses.
- 4—A car expense incurred by a stock investor to consult with his broker should be deductible since the Tax Court allowed a taxpayer the cost of cab fares for weekly trips to consult with her stockbroker.
- 5—Car expenses for medical trips are deductible.
- 6—Charitable travel gives rise to a deduction. A person who uses his car for transportation in connection with his charitable services is allowed a charitable deduction for his actual car expense.
- 7—Instead of claiming actual medical or charitable car expenses, a taxpayer may claim a deduction of 5 cents per mile of medical or charitable travel.
- 8—Fines imposed for violation of traffic laws are not deductible.

### Conclusion:

If the car was held for more than 6 months and was used exclusively for business, any gain on the sale is ordinary income to the extent of the depreciation allowed, the balance of the gain is a long term capital gain. Any loss on the sale is an ordinary loss.

A businessman or employee can't deduct the cost of commuting to work from his residence; but if he works at two or more places in the same day, he can deduct the cost of driving directly from one job location to another. The Treasury allows a deduction for the entire amount of commuting expenses if the taxpayer has to carry heavy tools, samples of merchandise, etc.

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434 W. Eight Mile Rd.

Detroit, Mich. 48220

Phone: 542-9550