A Creative Partnership

The Faygo Beverage Company, an AFD member, recently honored its ad agency, the W. B. Doner Company, for a partnership which lasted over 30 years. Attending the ceremonies, held at the Detroit Press Club, were, left to right: Phil and Mort Feigenson of Faygo; W. B. “Brod” Doner, Mike Giancotti, chairman of the AFD; and Harold Peary, “The Great Gildersleeve.”
Give the lady what she wants!

- give her something better-
- give her variety
- give her something special –

CONTINENTAL SAUCES
Ready-to-serve SOUPS

...for the high quality customer!

Distributed by SPECIALTY FOODS COMPANY, INC.
4999 F. McNichols, Detroit. Phone: 802.9660
Sargento Burgercheese is 100% Wisconsin Pasteurized Process American Cheese, creamy smooth, cut and sliced to fit the American Hamburger.

Sargento Shredded Cheese for Pizza, the original shredded pizza cheese. Preferred Wisconsin Mozzarella Cheese, shredded to convenient curls and flavoured with Wisconsin Romano and Parmesan Cheese for the tops in eating pleasure.

Sargento Cracker Snacks — Four delicious varieties of top quality Wisconsin Cheese — Cut in cracker size pieces — Packed in a handy serving tray.
Six food firm representatives have been cited by the Associated Food Dealers (AFD) for “distinguished and extraordinary service” to the food industry.

In conjunction with its fifth Annual Awards Banquet held at the Warren Chateau Hall in Warren, the state’s largest food distribution association, with over 1,900 members, presented the six individuals with citations for outstanding service.

Recipients of the “Salesmen of the Year” honors were Patrick J. Fox, merchandising manager for Stroh Brewery Company; Mitchell J. Warminski, sales coordinator for Continental Food Brokerage Company; Robert Zakoor, sales representative, Mort Weisman Associates, food brokerage; Michael George, sales manager for Melody Dairy Company; and William Ritter, route salesman for Frito-Lay, Inc.

It was the first time two awards were given in the food broker category, resulting from a tie of the awards committee.

Moe R. Miller, an attorney who heads his own accounting and law firm located in Oak Park, was the recipient of the AFD’s distinguished service citation for serving as consultant to the association and food industry companies for many years.

Presenting the 1969 awards in behalf of the association were Harvey L. Weisberg, president, and Edward Deeb, executive director. Over 600 persons attended the annual event.

Wayne County Probate Judge George N. Bashara Jr., recently appointed to the position by Gov. Milliken, was the guest speaker at the association’s awards ceremonies. His talk centered around community commitment and involvement at all levels, including politics, urging businessmen to speak out on the issues.

“There are too many individuals and organizations belittling the efforts of the business community,” Bashara told the food distributors. “In the process, it is the honest, decent and conscientious businessman who suffers most by these accusations.

He closed by saying the Associated Food Dealers’ annual awards presentations was a fitting tribute to those food distributors who have excelled in their fields.

Purpose of the AFD awards is to give due recognition to those individuals who have performed extraordinary service to their employers, food retailers and the total food industry, and in the name of inter-food industry cooperation.
Store Operations, Meats
Subjects of NAIFR Panels
During Annual Convention

Store operations and various facets of meat merchandising were the main themes of two interesting panel discussions held in conjunction with the 84th annual convention of the National Association of Independent Food Retailers (NAIFR), held recently in Nassau, Bahamas.

Over 500 delegates representing local and state food trade organizations affiliated with the national association, including over 40 from Michigan, were on hand.

Panelists on the discussion concerning store operation problems, included Leroy Osage of Roy's Parkview Market, Cincinnati; Paul Rusinko, of Paul's Food Store, Cleveland; Lafayette Allen Sr., of Allen's Super Markets, Inkster, Mich.; and Sabah Najor of Lucky Strike Super Market, Detroit.

The areas touched upon included inflation, government inspectors, chain store competition, financing, community involvement, deteriorating communities, the court system, pressure groups and pressure tactics, need for security guards, labor shortages, the need for more service, inadequate police protection in many communities, and fraudulent bait-and-switch tactics.

Participants on the panel discussed sausage making, competitive advantages or disadvantages of the meat department, newer meat specialties as prepared meat loaves, party catering, co-operative advertising, and the need for more qualified meat personnel.

Panelists were Ernest Bohringer of Bohringer's Market, Middle Village, New York; Tony Rocco, Tony's Meat Market, Philadelphia; Fred Wassler, Wassler's Meats, Cincinnati; and Phil Saverino, Phil's Quality Market, Detroit.

It was pointed out in an interesting question-and-answer period following the panel discussion that there

(Continued on Page 20)
Now — The Finest Preserves In Town

Today, more and more shoppers are reaching for better quality products. When it comes to preserves, Knott’s Berry Farm is the finest your customers can buy, now being distributed in Michigan for the very first time. The success of Knott’s Berry Farm has been due to the quality of products. This means real quality pay-off to the retailer. Call any of our distributors today and stock the finest your customers can buy — Knott’s Berry Farm.

IN WESTERN MICHIGAN
Knott’s Distributed by
Gordon Food Service
333 — 50th Street, SW
Grand Rapids
Phone: (616) 484-5344

IN EASTERN MICHIGAN
Knott’s Distributed by
Specialty Foods Company
4222 E. McNichols
Detroit
Phone: (313) 893-5594
Shades of Gray

Since the food industry is the nation's (and Michigan's) most competitive and lowest profit industry than any other, food merchants are constantly on the look out for ways to cut expenses while maintaining needed services.

While most other industries enjoy an average net profit of seven percent, the retailer nets only an average of one percent, ranging from one-half of one percent to 1 ½%.

One of the areas in which losses can be most noticeable for the merchants, especially the smaller independent retailer, is check-cashing, usually performed by the merchant as a service, although it is questionable how long it will be provided free of charge.

There is one segment of check-cashing losses which is particularly aggravating to merchants, and that concerns State ADC and welfare checks. There is good reason for the aggravation too!

As it stands now, all a recipient need do is say he or she lost his check, and the State issues a second check without requiring any time lapse or inquiry. Consequently, many of the recipients cash them themselves or give their checks to someone to cash for them, get their money, and then tell the State they never received their checks. The State then complies with issuing a second check.

Now if the first check is cashed by a merchant, and he has verified the identification of the user, when the first check clears, the merchant gets stuck with the loss — not the recipient who unfairly or fraudulently cashed the first check, nor the State of Michigan.

The time has come for more stringent rules and regulations governing the issuance of ADC or welfare checks. The State should inaugurate an identification card with photo to assure those who cash the checks that the right person is cashing it. Also, the state should wait at least a couple of months before issuing a second check for the one which was lost. At least the check will have had time to clear the bank.

The state or the recipient should be held responsible for loss of the first check, not the merchant who was merely cashing the check as a service to his customers, and who for the most part, has properly investigated whatever identification he could see. By holding the individual responsible, he or she will be more careful about their checks in the future. (Keep in mind, I'm not talking about a legitimate loss of a check, but the fraudulent kind.)

In conclusion, let me say the food industry, led by the Associated Food Dealers is prepared to sit down with State and welfare officials to discuss ways in which this problem can be solved.

We feel the sooner the better, since time lost means dollars lost!
The Sounding Board

To the AFD:

Now that my feet are back on the ground, I would like to take this opportunity to thank the officers and members of the Associated Food Dealers for selecting me as the Driver-Salesman of the Year, and for making the evening of Sept. 16, 1969 one that I will never ever forget.

William Ritter
Frito-Lay, Inc.

Please convey my grateful appreciation to the directors and members of the Associated Food Dealers for the wonderful honor conveyed to me at your Annual Awards Banquet.

Believe me, I was pleasantly surprised, and it was the first time that I was at loss for words. The food business is a great and proud industry, and in the Detroit area is becoming even greater, because of the tireless efforts put forth by Ed Deeb and the directors and members of your fine association.

It is a distinct honor to feel that I am a part of such a wonderful group of people.

Moe R. Miller
Moe R. Miller Associates
Oak Park

I read and thoroughly enjoyed Ed Deeb's column, titled: "The Bad Guys?” in the August issue of The Food Dealer. I think it should be sent to all government people in Lansing and Washington. I have been saying what he said for years, but have never done anything about it. Keep up the good work.

Joseph H. Agemy
Agemy & Sons Super Market
Allen Park

Four New Supplier Members Join AFD

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

MARIO FOOD PRODUCTS, distributors of various olives, oils and condiments, 6500 E. Warren Ave., Detroit, Mich. 48207; phone 923-3606.

DETROIT FREE PRESS, publisher of one of Detroit's two daily newspapers, 321 W. Lafayette Ave., Detroit, Mich. 48226; phone 222-6400.

STORE EQUIPMENT SALES, INC., distributor of variety of retail store equipment, including shelving and cabinets, 2911 W. McNichols, Detroit, Mich. 48221; phone 861-1270.

CHRISTENSEN SALES AGENCY, manufacturer's representative, 19300 James Couzens Hwy., Detroit, Mich. 48235; phone 838-4474.

These new members and all AFD suppliers and service members deserve your support and patronage. Refer to the Supplier's Directory on Page 24 often. In fact, clip it out of The Food Dealer magazine and post near your phone.

TACO SHELLS

Mfd. by Kunston Enterprises

Distributed by Specialty Foods Company
4222 E. McNichols • Detroit
PHONE: 893-5594
AFD EDITORIAL

Crime Will No Longer Pay in Pontiac

Not many people in Michigan are aware of it, but a fascinating citizens awareness and involvement project is underway in Pontiac which we of the Associated Food Dealers feel is a definite step in the right direction.

The City of Pontiac will pay up to $1,000 for information leading to the arrest of persons responsible for any crimes involving arson (including all acts of fire-bombing), interference or attack on firemen or their equipment, serious misuse of firearms (including sniping) serious assault or attack on any policeman or any person for that matter, major theft, major burglary, murder, or plotting or conspiring to commit the above named crimes.

The system began last January and lasts through December of this year. The Pontiac City Commission began this reward system in an effort to further combat the increasing serious threat of crime to Pontiac citizens.

How does a person report a crime? The following instructions are encouraged to report the crime and collect the cash reward:

1—Type of print the information about a crime on a blank sheet of paper.
2—Do not sign your name, but sign with any number of six figures or more.
3—Tear off and keep a corner of the sheet of paper containing the information on which is copied the same number.
4—Mail the sheet of information to a given address.
5—if the information leads to an arrest, the person will receive his reward and his or her identity is kept confidential.

The procedure is very much like the system inaugurated and used by The Detroit News in cooperation with the Detroit Police Department.

AFD director Omer Gagne, head of People's Super Markets in Pontiac, says that in checking with the Pontiac police, response has been good and "the system should pay off." He says every business establishment in town has the cards posted.

Pontiac officials cooperating with all citizens, especially the business community, are to be commended for fostering a regularly adopted program for community involvement. The AFD feels in the long run, the system will help reduce crimes in the same manner that a person is rewarded for his labors.

Perhaps it is time for all major communities throughout Michigan to give programs to stop crime a second look.

An Invitation to Join A.F.D.

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

ASSOCIATED FOOD DEALERS
434 W. Eight Mile Rd.
Detroit, Mich. 48220 Phone: 542-9550

MEMBERSHIP APPLICATION

Store Name ____________________________
Address ________________________________
City ________________________________
Owner's Name ____________________________

Do you wish Blue Cross Coverage?
Yes □ No □
BIG CHIEF and PIONEER Sugar, two of the fastest turnover items in the dry grocery product line, are going all out in 1969 to accelerate that turnover. Doing it, in fact, with one of the most colorful and sales-stimulating programs in their history.

- Full color ads in *McCalls—Better Homes and Gardens—Life* magazine.
- Full color ads in Sunday supplements.
- Special display ads in daily and weekly newspapers.
- Ear-catching commercials on Michigan's leading radio stations.
- Highway billboards.

An all-encompassing promotion program designed to build bigger and better Michigan-Made Sugar sales for you!

*Keep your eye on PIONEER and BIG CHIEF—they move out fast.*
The Food Dealer • September October, 1969

THE PRESIDENT'S CORNER

Congratulations to the AFD Award Winners

By HARVEY L. WEISBERG

We of the Associated Food Dealers believe fully in the adage that "the highest award for a man's toil is not what he gets for it, but what he becomes by it."

Our Annual Awards Banquet is the industry's way of acknowledging the distinguished and extraordinary work of individuals so we can all be inspired to do a better job. At this time, we wish to congratulate those who received citations for distinguished service to their industry during our banquet held Sept. 16 at the Warren Chateau. They are:


We thank these individuals and ALL salesmen and companies serving retailers during the year. Although only a few individuals are annually cited, it is the dedication of all of us together which makes our industry operate so smoothly. Many nominations were submitted by our members, and this made the final selections even more difficult.

The Associated Food Dealers has been paving the way for sometime now for bringing unity to our industry. We have been trying to perform meaningful services for the total industry, and not just for retailers.

By genuinely concerning ourselves with legitimate problems in our industry and in our community, our goal is in keeping with the suggestion of Judge George Bashara Jr. at the Banquet who urged businessmen to become more involved in and committed to assisting our

That's right, kids and adults too, love Fairmont's new original Apple Beer. It's the new non-alcoholic, carbonated beverage drink which has taken the state by storm. Apple Beer comes in 12-ounce cans, and can be sold in six-packs or by the case. Your customers will love it, and you will love the new sales Fairmont's Apple Beer generates. Call and place your order today.

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officials in their efforts to improve the society in which we live and work.

The banquet also afforded me an opportunity to review some of the objectives the AFD set for itself at the beginning of the year, and our progress on some of these. Some examples are the following:

1—Develop programs to bring all segments of the food industry together. Earlier this year we introduced a program to provide employment opportunities for residents in the inner-city and a program to provide reliable information to consumers on any issues involving our industry.

2—Recruit and publicize the need for more and better qualified people in the food industry, while trying to improve working conditions to help attract them.

We have been urging our members and other associations in our industry to call attention to high school students of the excellent food distribution courses which are offered at Michigan State University and Western Michigan University. We have also been recommending additional fringe benefits and a shorter work week by closing on Mondays or reducing store hours so we can compete with other industries for young people choosing careers.

3—Improve the educational background of people in

our industry to supplement on-the-job experience and help us keep pace with the many changes in our day.

We have just created a badly needed basic food distribution course in cooperation with Wayne State University for food merchants, their employees, and for representatives of various food manufacturing companies who would like to have more background on the industry they serve. This should get underway on Wednesday, Nov. 5 (be sure to register, if you haven't already).

4—Work with the Detroit Police Department and other associations to help prevent and reduce crimes in our communities which affect our supplier and retailer members as well as consumers. We helped create DPD's Vanguard Patrol and many of us are involved in the Round Robin check alert and holdup alert.

Unity within our industry will not take place accidentally. This will only result from the combined effort and commitment of all segments and all companies. This will require action as well as improved dialogue.

In conclusion, at the banquet I said the spirit of our annual award presentations is intended to inspire everyone in our industry to do a better than average job. We are grateful to the over 600 people who attended this year's awards presentation, and we hope they were motivated to join us in our campaign to achieve the objectives we set for ourselves and the industry this year.

Ready-to-eat!

MEAT

SNACKS

BEEF JERKY • BEEF N' CHEESE
POLISH SAUSAGE • SMOKED BEEF SAUSAGE

Yes, Fairmont's new line of ready-to-eat meat snacks are now available in Michigan. Smart retailers who haven't already, will profit by stocking the new line of Beef Jerky, Beef N' Cheese, Polish Sausage, Smoked Beer Sausage and others. Handy snack stand will add sales and profit to your operation. Call and let us show you what we mean.

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Volumes-plus-margins equal profits.
That equation now nails down the most persuasive plank in Faygo's SYNERGISTIC SELLING PROPOSITION, born three years ago out of in-store-developed proof that displaying Faygo and private label soft drink flavors together puts them to work, AS A GROUP OF MUSCLES, accelerating faster shelf turnover for both. Otherwise, Faygo's marketing growth would be at a snail's pace.

When entering new markets, we often meet buyers who don’t get excited about soft drink profit margins. These attitudes reflect a tendency to judge the margins mainly in terms of cents-per-unit (which, of course, boils down to pennies), and awareness of the costs of handling deposit-return bottles.

Accordingly, our selling story emphasizes Faygo’s total commitment to one-way packaging and that Faygo’s margins, averaging more than 25 per cent, are larger than those of the national brand colas and most private labels.

And, the final clincher, we have learned, is to relate Faygo’s high margins to another indisputable fact: Soft drinks today are, perhaps, the fastest moving food products off supermarket shelves.

Faygo is not without sad memories. Especially, when we recall new products, apparently ready for marketing but which, at the last moment, got delayed by seemingly odd reasons. We're going through another of those gestation situations now that has Harvey S. Lipsky (above), vice president of product development, pondering.

As of this writing, all appeared set—labels, graphics and an approved formulation—for debuting a new Faygo product, "Pink Grapefruit." But at post-time, Mr. Lipsky advised our sales people he was still researching the right answer to this question: "How pink should Faygo’s pink grapefruit be?"

The sales people, as always, are impatient. However, Mr. Lipsky’s thinking is marketing-oriented and his record for coming up with solid answers to product appearance problems is enviable. Faygo Pink Grapefruit won’t get to market until he eventually decides, "How pink?"

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**Resolutions Passed During Annual NAIFR Convention**

The following are the resolutions passed by the National Association of Independent Food Retailers (NAIFR) during its 84th annual convention held in The Bahmas:

1.—Crimes and the Court System—Whereas crime generally has been increasing, including robbery, theft, burglary, and those especially affecting food merchants; and Whereas various pressure groups have been exerting unfair coercion on merchants, particularly those in center-city areas; and Whereas various judges in the court system have been giving more lenient sentences, not matching the gravity of the crime committee or the law, and in some cases preventing the Police from doing its job. Therefore be it resolved that the National Association of Independent Food Retailers (NAIFR), meeting at its 84th annual convention urge the Supreme Court, the Attorney General and the Federal Bureau of Investigation to investigate the matter in an effort to help restore confidence in Americans while reducing criminal and/or subversive activity.

2.—Shopping Cart Losses and the Laws—Whereas the number of shopping cart losses from theft has been increasing over the last few years in supermarkets and food stores; and Whereas various communities around the nation have inaugurated shopping cart laws penalizing merchants for strayed carts, instead of inconsiderate shoppers who take them from a store's parking lot area; Therefore be it resolved that NAIFR urge city and state officials throughout the U.S. to pass or revise laws to make it a misdemeanor for those inconsiderate persons who take carts from a store’s area, and impose fines for the same.

3.—Consumer Programs and Dialogue—Whereas during the present inflationary period businessmen are being openly criticized for high food costs during this period; and Whereas consumerism and consumer groups are becoming more active; and Whereas the vast majority of food merchants are legitimate operators who offer consumers, their customers, the best possible products, services and value at reasonable cost; now Therefore be it resolved that official contact be established with the President’s Consumer Affairs Advisor, Mrs. Virginia Knauer, by NAIFR to begin programs to keep both consumers and merchants informed, and to generate meaningful dialogue on various consumer issues regarding the food industry at-large.

4.—Use of Social Security as ID Cards—Whereas there has been a considerable amount of “bad check” losses involving merchants and bankers, amounting to millions of dollars annually; and Whereas U.S. servicemen are now being issued Identification (ID) numbers

(Continued on Page 18)
Summertime Is Picnic Time!

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

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

**RED PELICAN MUSTARD**
Made Fresh Daily In Detroit
Sell This Popular Line

**RED PELICAN FOOD PRODUCTS**
Walnut 1-2500 — Detroit

**PICNIC PARTNERS**
**HAMTOWN’S**
Potato Salad, Macaroni Salad
Pizza Pies
Baked Beans
Deli Dills
Cole Slaw
Jell-O
For Prompt Service Call
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**FOR A PICNIC OF PROFIT**
**FEATURE THE FINEST**

**TIP TOP**
Enriched
Hamburger & Hot Dog Rolls

**WARD FOODS, INC.**
TA 5-6470

Display These Picnic Items
For Added Sales, Profits
Giancotti Succeeds LaRose As President of National Association

Michael Giancotti, co-owner of Auburn Orchard Super Markets, a three-store independent food chain with headquarters in Utica, Michigan, has been elected president of the National Association of Independent Food Retailers (NAIFR) for the 1969-70 year.

Giancotti, who also serves as chairman of the Associated Food Dealers, the grocers association of Michigan, succeeds Donald LaRose of Food Giant Super Markets, Detroit, who has just ended a two-year term as NAIFR president. It is the first time in the 84-year history of the national association that back-to-back presidents have come from the same state.

NAIFR represents over 18,000 food dealers and local and state food trade associations in 37 states.

Also newly elected to the organization’s board of directors were Lester Howe, of Lester’s Food Market, Philadelphia; and Allen Verbrugge, of Verbrugge’s Food Market, Grosse Pointe. Howe is a director of the Philadelphia Meat and Food Retailers Assn., while Verbrugge is vice-president of the Associated Food Dealers of Greater Detroit.

Louis Gallowitz, of Cleveland, was elected first vice-president of NAIFR; Julius Palan, New York City, second vice-president; William Brackmann, Brooklyn, N.Y., treasurer; and Edward Deeb, of Detroit, executive secretary. (Deeb also serves as executive director of the Associated Food Dealers.)

David Deerson, of New York, was re-elected Eastern Region secretary for NAIFR. He is chairman of the New York-Bronx Meat and Food Dealers Association. Harold Carlson was re-elected Western region secretary. He is also secretary of the Oregon Retail Grocers Association.

Fred Unger, operator of Unger’s Super Markets, of 1938 Colonial Dr., Cincinnati, was elected chairman of the board.

Other directors include: Alex Bell, owner of Village Food Market, Grosse Pointe, Mich.; Leo Green, operator of Greenfield Super Market, Yonkers, N.Y.; Pat Kenny, Sr., Kenny’s Food Store, St. Louis, Mo.; George Goodpaster, of Cincinnati, Ohio, who was also elected president of NAIFR’s T-Bone Club; William Kunz, Bill’s Food Store, Glendale, N.Y.

In addition, Arthur Miller of Ridgewood, N. Y. (he’s also secretary of the Eastern New York Food Dealers Assn.); Edward Shorf, Acme Quality Meats, Cleveland; William H. Sherry, Jr., (he’s secretary of the Philadelphia Meat and Food Dealers Assn.); John Welch, operator of Hollywood Super Markets, Royal Oak, Michigan; Glen Price, owner of Price’s IGA Foodliner, Milton-Freewater, Oregon; and outgoing president, LaRose.

NAIFR this year is celebrating its 84th anniversary.
**Around the Town**

AFD director Ray Martyniak, operator of Ray’s Prime Meats in Trenton, and who is still hobbling along on crutches following a leg injury, is going to open a second store. His newest unit, which will be ready in late Summer of next year, will be located in J. L. Hudson’s Southland Mall.

Welcome home to Dan Garber of Abner A. Wolf Co., an AFD member, following a military tour of duty in Vietnam. Garber is a supervisor in the non-foods rack-jobbing program for Wolf.

The AFD’s and the food industry’s good friend, Betty Gravlin, has been named head of the safety section for Great Scott Super Markets, a newly created position. Congratulations, Betty!

Gar McDade, a 32-year A & P Food Stores veteran, was named general manager and vice-president of the big chain, succeeding Robert Longacre, who was elevated to president of the firm’s western division. John McDonald succeeds McDade as assistant general superintendent of the division. James Madden is the new sales manager.

During the recent “Buck Up Your Police” campaign, the AFD raised and turned over to Commissioner Johannes F. Spreen, more than $200. We thank all of those who contributed directly to the AFD office. Many other contributions were sent directly to the DPD.

Congratulations to Rev. Ray Shoulders, a good friend of the food industry and grocers and beverage store operators. The reason: Ray has opened his own grocery store, called Ray Shoulders Market on Fenkell in Detroit.

Lawrence Herman, formerly with Hygrade’s, has joined Glendale Foods, Inc. as vice-president of marketing and sales, it was announced by M. L. Rosenthal, Glendale chairman.

Congratulations to Lafayette Allen Sr. of Allen’s Super Markets, Al Wyffels of Albert’s Fine Foods, and Phil Saverino of Phil’s Quality Market, for having been selected the newest members of the distinguished T-Bone Club of the National Association of Independent Food Retailers.

Bud Stedman, manager of the Food Council of the Detroit Chamber of Commerce, is recuperating in Jennings Hospital, following surgery for cataracts, it was announced by FIC president Gene Peterson.

Irving Kander, former manager of Independent Biscuit Company’s Toledo branch, an AFD member, was appointed sales manager for the Detroit office, it was announced by Donald Dorst, general manager. Also Ronald Milks was promoted to account executive at the firm.

The Associated Food Dealers wish to thank the following companies for helping contribute to the success of our recent 5th Annual Awards Banquet: Detroit News, American Chicle Company, Stroh Brewery Company, Associated Brewing Company, National Brewing Company, Hiram Walker staffers, and Superior Potato Chip Company.

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**The Wayne Soap Company**

Growing Thru Giving

Good Service

Buyers of Bones

Fat, Tallow & Restaurant Grease

842-6000

Detroit, Mich. 48217

AFD Member

---

**Now You Can Feature**

Best Quality Breadsticks

That’s right, now you can offer your customers the hand-made sesame breadsticks with the Old World taste! Our famous Best Quality Bread Sticks are sold in finest food stores and served in finer restaurants.

Distributed by

Specialty Foods Company

4222 E. McNichols • Detroit

PHONE: 893-5594
NATIONAL RESOLUTIONS

(Continued from Page 14)

which match their Social Security Card numbers; Therefore be it resolved that NAIFR urge the U. S. Senate Finance and Banking Committee to consider using the Social Security number as the number of an individual's checking account; and Further be it resolved, that this number be used on all Government checks issued in addition to an ID card with the same number.

5—Support of F.T.C. Rulings on Mergers—Whereas during the past few years, many national food companies engaged in the processing, canning, manufacturing and distribution of food commodities have become involved in mergers with other large national corporations; and Whereas this threat of mergers of smaller local food processing and manufacturing plants with national companies is resulting in a trend toward monopoly in food manufacturing, processing and distributing in the retail food and grocery industry; Therefore be it resolved that NAIFR urge and recommend that the USDA extend every cooperation to the state agencies to establish fair and equitable meat inspection regulations, and that NAIFR urge local and state-affiliated associations to deal direct with their local State Department of Agriculture to promote cooperation in the establishment of these meat inspection regulations on a fair and equitable basis.

6—Meat Retailers and USDA Wholesome Meat Act
Whereas the U.S. Department of Agriculture has recently enacted rules and regulations known as the “Federal Wholesome Meat Act;” and Whereas according to these regulations a number of state agencies are planning to establish meat inspection rules regulating retail meat dealers and meat processors in conformity with the Federal Wholesome Meat Act; and Whereas more than 50,000 independent retail meat dealers, processors, and other small business establishments will be seriously affected by these stringent federal regulations making it necessary for these retailers to expend large sums of money to remodel their plants in order to comply with the new Federal Meat Regulations; Therefore be it resolved that NAIFR urge Congress and the FTC to continue scrutinizing the mergers of corporations engaged in the food processing and distribution business who are within the limit of assets described above.

7—The California Grape Boycott Position—Whereas the boycott of California table grapes affecting food retailers is in its second year; and Whereas the retailer is an innocent by-stander in the issue and does not wish to stand judgment as to whether or not the grape growers or pickers are right or wrong; and Whereas food merchants do not wish to be coerced to pull grapes from their produce departments, and deprive consumers the freedom of choice to decide for herself whether she desires to buy or not to buy grapes; and Whereas food merchants have been unduly subjected to direct and indirect pressures from various citizens, labor and religious groups to withdraw grapes; and Whereas the U.S. government has not indicated its position on the subject, nor what it proposes to do to end the grape boycott, which we feel is illegal under the provisions of the Taft-Hartly Act, among others; Therefore be it resolved that NAIFR urge Congress and the FTC to continue scrutinizing the mergers of corporations engaged in the food processing and distribution business who are within the limit of assets described above.

be it further resolved that NAIFR urge Congress and the FTC to continue scrutinizing the mergers of corporations engaged in the food processing and distribution business who are within the limit of assets described above.

exceed $50 million. Be it further resolved that NAIFR urge Congress and the FTC to continue scrutinizing the mergers of corporations engaged in the food processing and distribution business who are within the limit of assets described above.
How Do You Wash Your Hands With Handcuffs?

By ALEX BELL

Ho hum, another labor day. So why not labor? We note that Farmer Jerk was the only rebel among the chains who opened on labor day. I wonder if they are hungry or just suffering from lack of volume?

* * *

It is said: "Blessed are they who run around in circles for they shall be called wheels."

* * *

Now is as good a time as any to talk about chickens. It is well known that 80 percent of the chickens purchased from reputable poultry houses are short weight. This is not the fault of the wholesaler, but goes back to the packer or shipper who packs a net weight and marks their boxes at that weight.

We have been checking weights lately and find that anywhere from one to three pounds short is the norm. We also checked with some wholesalers and learned that statistics provided by large buyers show an average over a period of time of one pound per box short weight. So let's do a little figuring. Suppose you use five boxes of chickens per week. That is five pounds you pay for; at 35¢ this is only $1.75, but for 52 weeks, hey dad, that is $91. So, fellows, what are we going to do about it?

* * *

L.B.J.—Oh, that's Long Bin Jail, where the eight Green Berets were held in Vietnam.

* * *

Maybe we should get Nader's Raiders on to the chicken packers, huh?

* * *

Note to Deeb: It is a sure sign that your son George is growing up, when you only hit him in self defense.

* * *

We recently returned from the NAIFR convention in Nassau. It was another good one put on by our old friend Dave Deerson. So what can you write about a convention? The weather was wonderful, the food was terrific and the rooms were par excellent. Hey, Daisey May, how was it?

Oops, a couple of items, we forgot to mention. Sabah Najor did make the plane this time and received a well deserved round of applause as he walked down the aisle. Also, congratulations to our Mike Giancotti who was elected the new NAIFR prez.

* * *

Heard about the police officer who was preparing to fingerprint a prisoner? The conversation went thusly: Officer: "Wash your hands." Prisoner: "Both of them?" Officer: "No, just one of them. I'd like to see how you do it."

* * *

We have been accused of being full of "usufruct" when we write this column. Tain't so. (Edeebnote: Look that up in your Funk & Wagnalls, dear readers.)

* * *

OK Deeb, quit animadverting on your buddy. We just threw these words in to show Eddie Acho what an education can do for him, and the head of the Main Street Mafia, T.V

"By order of the Michigan Liquor Control Commission, effective Sept. 8, 1969, the following minimum price schedules for wines of 16 percent alcohol by volume or less, produced in the United States for the indicated licensee shall be in effect:"

Well, everyone in the beer and wine business read this one. Now, we wonder why Don Taylor and the MFDA doesn't call this one "infamous?" Why doesn't the "Commission" send out a directive on a minimum price on beer and maybe the aforesaid Mr. Taylor wouldn't call it "infamous" anymore.

* * *

Passing thoughts on the Awards Banquet: Note to our friend, Lafayette Allen Sr.: Milk does not come out of a bottle marked Cutty Sark!

* * *

Al Weiss, of United Dairies tells us that he is getting his route built up so that he can hire a kid to help him. (An inside joke.) Give 'em hell, Al.

(Continued on Page 20)
is a noticeable trend for retailers in stocking and selling vacuum-packed boneless meat cuts shipped directly to the retailer frozen and pre-cut. This tends to eliminate labor costs, while lengthening the life of products, according to NAIFR director Leo Green of Yonkers, N.Y. Among the firms engaged in this type of operation are Montfort Packing Company of Colorado, Iowa Beef Company and the Missouri Beef Company.

The NAIFR board also approved the report to finalize a project in cooperation with the National Alliance of Businessmen to create a National Food Council, following earlier recommendations made by the association’s president, Donald LaRose, to NAB chairman Donald Kendall, chairman of PepsiCo, Inc.

Those attending from Michigan included: Mr. and Mrs. Phil Saverino, Mr. and Mrs. Al Wyffels, Mr. and Mrs. Al Verbrugge and daughter, Mr. and Mrs. William Welch and children, Mr. and Mrs. George Byrd, Mr. and Mrs. Lafayette Allen Sr., Mr. and Mrs. John Rumskas, Mr. and Mrs. Louis George, Mr. and Mrs. George Jabala and children, Mr. and Mrs. Sabri Hesano, Mr. and Mrs. Sabah Najor and son, Mrs. Kathryn Messner, and Messrs. Ray Hunter, Joseph Wojciechowski, Alex Bell and Ed Deeb.

---

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AFD MEMBER

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**ALEX BELL**

(Continued from Page 19)

We noticed that Goody Godman of Toledo Scale Company has now got a little bit of gray in his "rug." He really goes for that status symbol.

* * *

We spoke to the smiling Buddha, Tom LaRose, who quit the meat business and is now selling stocks and all that jazz. Tom is with Bache & Company. So if you want a good stock broker, call him because he was a helluva meat man. (Tom, there will be no charge for this plug.) (Deebnotes. What is this AI, payola or something?)

* * *

We noticed Bernie Weisberg of Chatham now sporting an adornment on his upper lip. (No, Eddie, it is a moustache.) We know how it is, Bernie, if you can't grow it on top, you go for broke. Meanwhile, I am personally trying the long sideburn bit.

* * *

Jenny Pini, wife of our old friend, Gene Pini, asked us if we thought whisky would ever take the place of sex. Well, to tell the truth, Jenny, we like beer.

* * *

We just found out that money is getting so tight it is becoming almost as hard to get into debt as it used to be to get out of it.

* * *

Note to Tom LaRose: Stock market reactions fall into three categories: healthy, unhealthy and fatal.

* * *

Now whereinell is Ho-Ho-Kus?

* * *

What is a narcoleptic? Come on Main St. Mafia; come up with an answer to that!

* * *

We have been also accused of putting a lot of inside jokes in this column. This may be true, but when we pick on anyone, we only pick on our friends, because we know they are big enough to take it. Or we will put it this way: we only pick on the big boys; little boys can't take it.

* * *

Motto to follow well: Never believe what you hear or see, for the former is gossip, perhaps, and the latter may have extenuating circumstances which you do not know.

* * *

Looks like Nixon is trying to get us out of Vietnam. He did a helluva job so far. At least he kept us out of Belfast.

* * *

Dear John, that's all she wrote. — Acey B.
Feature For Feature
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These are TAX-FREE CASH benefits paid directly to you to use as you see fit — for food, clothing, medical bills or anything else you choose.

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The AFD is Michigan’s Largest Food Trade Association, With over 1,900 members.
TAX TOPICS

'Tax Shelter' Program Helps You Save Money

By MOE R. MILLER
Accountant and Tax Attorney

Basically, a deferred Pension or Profit Sharing Plan allows you to invest a certain amount of income before payment of corporate and personal taxes and accumulate these funds tax-free over a number of years. The employee would then have the choice of taking the accumulation in a single sum subject to taxation as a long term capital gain, or spreading payments of the accumulation over a number of years.

In the latter instance, although the payments would be subject to tax at ordinary rates, the payee might net a higher amount since the earnings on the unpaid principal will continue to accumulate free from tax and he will most likely be in a substantially lower tax bracket.

In 1941, the Internal Revenue Service made available to the businessmen that are incorporated (with the exception of the New Keough Bill or self employed plan that limits the amount of your plan to ten percent of earnings or $2,500 even if not incorporated), a tax bill whereby he can avoid to a large extent the impact of both corporate and personal tax on his accumulation of earnings.

For example, on an annual earnings of $38,000 a year, if you pay taxes (under a joint return) on the top $6,000 of your taxable earnings you are in a 45% percent tax bracket. In other words you will be sending Uncle Sam $2,700 in income tax from the top $6,000 dollars leaving you with $3,270. If the $3,270 is invested in the bank at a 5% interest rate, you will be paying taxes on the earned interest, and the maximum you could accumulate would be approximately $60,000.

If on the other hand you were able to avoid the taxes as permitted by the Internal Revenue Code section 401, on the $6,000, you will have in excess of $135,000.

You don't have to pay Federal Income Tax for the current fiscal year on any portion of your gross income which you can shelter — and if you are interested, the Internal Revenue Service will permit a full year's deduction if you take the required action any time before the end of your current taxable year.

Suprisingly, perhaps, a remarkable degree of flexibility is available in the design of such a plan. For example, a plan may be designed to apply only to those employees who are earning over $550 per month, and who have been with the corporation a minimum of five years.

The vesting period for such an employee is important. For example, an employee depending on your plan must be with the company five years before he qualifies for the program. Then, after the five year period, only ten percent of the amount set aside for the employee will be his. In other words, said employee must be in your employ for fifteen years before a full 100% of the amount accumulated for said employee vests.

While the preceding examples illustrate the dramatic affect a tax-shelter can have for certain individual employees, the fact remains that before the tax shelter becomes available, the Deferred Compensation Plan must qualify under section 401 of the Internal Revenue Code.

There are many fringe benefits available to the employee of a corporation paid for with before-tax dollars, but please bear in mind that every corporation's needs are peculiar to its own circumstances.
ENROLLMENT APPLICATION

Food Distribution Course

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in Cooperation with Wayne State University

Name _________________________________________________________

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Title or Job Description ________________________________________

FOOD COURSE COST: $50 PER PERSON (Limit 150)
Make Checks Payable to Associated Food Dealers
Then Mail with Application Form to
434 W. Eight Mile Road — Detroit, Mich. 48220

NOTE: The Food Course will be held Wednesday evenings at 7 - 10 p.m., beginning Nov. 5, in WSU’s McGregor Memorial Center on the campus, with a 15-minute break at the middle of each class. The first session will be an introduction, and the final session will be a review of the course with brief formal ceremonies. In sponsoring the course, in cooperation with Wayne State, the AFD and the university will jointly present Certificates of Achievements upon satisfactory completion of the course. For additional information, phone Ed Deeb at (313) 542-9550. Everyone invited.

DEADLINE: OCTOBER 15th!
### Support These AFD Supplier Members

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**DAIRY PRODUCTS**
- The Borden Co.
- Detroit City Dairy, Inc.
- Fairmont Foods Co.
- Gurney Dairies, Inc.
- Hayes Ice Cream
- Land O' Lakes Creameries
- Seaboard Dairy
- Troy Dairy
- United Dairy, Inc.
- Weaver's Quaker Maid, Inc.

**Eggs & Poultry**
- Eastern Poultry Co.
- McIverman Bros. Co.
- Poultry Producers Co.
- United Egg Producers

**FRESH PRODUCE**
- Fruits (apples)
- Grocer Produce Company
- Kuehne Produce Company
- Landmark Produce Company
- United Producers

**LINE SERVICE**
- Economy Line Service
- Marathon Line Service

**MANUFACTURERS**
- Aunt Jane's Food
- Boyle Midway Company
- Diamond Crystal Company
- Kraft Foods
- Ivory Soap Co.
- Prince-Vision Company
- Shredded Wheat, Inc.

**MEAT PRODUCTS, PACKERS**
- Alexander Provision Co.
- Ballantine Seafood Company
- Ballantine Seafood Company
- Ballantine Seafood Company
- Ballantine Seafood Company
- Ballantine Seafood Company

**SPICES AND EXTRACTS**
- Detroit Foods
- Duro Food Co.
- F. & E. Remaels Co.
- Graham & Sons Co.

**SERVICES**
- Associated Distributing Co.
- Better Made Potato Chips
- Blank Books Co.
- Bremerton, Inc.

**STORES AND EQUIPMENT**
- Almorton Corp.
- Butter & Parker Supply Co.
- C. B. Geymann Company
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**WEATHER**
- Glacier Frozen Foods
- Grossmar Foods Quality Foods
- H. B. Cooper Company
- Kneeland's Wholesale Food Service
- Kneeland's Wholesale Food Service
- Kneeland's Wholesale Food Service

**WHEAT, & GROWN FOODS**
- Glazier & Goergens
- Mark & Goergens Co.
- Mark & Goergens Co.
- Mark & Goergens Co.
- Mark & Goergens Co.
- Mark & Goergens Co.

**WATER**
- Detroit Free Press
- The Detroit News

**WATER, & STONE DISTRIBUTORS**
- Detroit Free Press
- The Detroit News

**WORLDWIDE DISTRIBUTORS**
- Frontier Food Co.
- Kneeland's Wholesale Food Service
- Kneeland's Wholesale Food Service
- Kneeland's Wholesale Food Service
- Kneeland's Wholesale Food Service
- Kneeland's Wholesale Food Service
Wolf Names Rozek Sales Mgr.

The appointment of James F. Rozek as sales manager for Abner A. Wolf, Inc., an AFD member, has been announced by Ben Wettenstein, president of the firm. He takes the post immediately and will begin working with Wolf's voluntary retailers, according to Wettenstein.

Rozek, who holds a bachelor's degree from Central Michigan University and a master's from Michigan State University, is not a stranger to the food industry in Michigan, having been involved with all phases of food wholesaling and retailing, prior to joining Wolf.

Realignment Complete At Keil

The realignment of Keil-Weitzman food brokerage to George Keil Associates, an AFD member, is almost complete, it was announced by president George Keil. At the same time, staff changes have been made as follows:

Robert Reeves has been named vice-president and director of sales; Robert Keil, vice-president and director of the food service department. Both will be stockholders in the firm. Maurice Brunswick was named supervisor of the retail sales force.

Continental Sauces In Mich.

Crosse & Blackwell has introduced five new continental sauces to the Michigan marketing area. The flavors are Bordelaise, Bolognaise, Newburg, Champignon and Polynesian. They come with delectable recipes describing each of the five new sauces. The Crosse & Blackwell line is distributed by Specialty Foods Company.

Got A Gripe?

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

PEPSI-COLA, Metropolitan Bottlers of Michigan recently were flying high with four helicopters carrying the theme line of Pepsi's new 1970 campaign. The choppers carried the theme: "You've Got a Lot to Live . . . Pepsi's Got a Lot to Give." John Orlando, right, sales manager of the Dearborn Heights franchise, and Tom Gallagher, BBDO account executive, happen to be near a Pepsi truck as the copters fly overhead. The soft drink company, an AFD member, will spend nearly a quarter-million dollars on radio and TV alone, in Michigan.

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