



ASSOCIATED FOOD DEALERS

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

AUGUST, 1970



Ray's — A Team Effort

Ray's Prime Meat stores in Trenton and Taylor run smoothly because of "a total team effort," according to owner Ray Martyniak. Ray is shown above at the grand opening of his new Southland Mall store, with Wyandotte Mayor Bill Sullivan, right, and John Paull, official of the mall, left.

—See Story, Page 5

Do You Sin? — Page 12

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Packed 12 16 oz. per case, also 6 ½ gal. per case. Shelf life indefinite with proper rotation. Refrigeration not necessary. Contents: Green and yellow string beans, lima and kidney beans, onions, chi chi peas, vinegar and spices.

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Ray's Prime Meats — A Total Team Effort

Ray's Prime Meats of Trenton is an outstanding example of how emphasis on top quality and unstinting service, combined with imaginative merchandising and good management, have built a fast-growing business that promises to go on to greater heights.

Raymond Martyniak, 37, was still in his late twenties when he opened his first store on West Road in Trenton in 1961. Today, people from all over the down-river area in southwest Detroit suburbs know of the meat shop which features prime meats and a never-ending selection of taste-tempting delicatessen or gourmet foods.

He started his food career working in a farmers' market produce stall part-time at age 11. Two years later, his father died, and he had to work to support the family. He had always dreamed of owning his own market, and worked his way up through the various departments of independent grocery stores in the area.

Today, Ray's Prime Meats is very much a team effort, centering around the three "profit centers," or departments: meats, delicatessen and gourmet foods, and fine wines.

Two weeks ago, Martyniak, who is a trustee of the Associated Food Dealers, opened his second prime meat shop in the Southland Shopping Mall on Eureka Rd., west of Telegraph in Taylor. He shares space with some 55 other stores centered around J. L. Hudson's.

The smart decor of Ray's new store revolves around a German Bavarian motif, with the names of each department following the theme, such as Wurst Haus (sausage department), Cheese Haus (imported cheeses), and Gourmet Haus. The unique front entrance features authentic cedar shingles and solid wood beams placed together in authentic Bavarian style.

One of Ray's special services, at both stores, is an order drop-off system where customers can call in their meat order before leaving home or drop it off upon arriving, then pick up the prepared order enroute home, therefore eliminating unnecessary waiting.

Another service is the gourmet food and fruit basket section. Ray's is one of many Tele-Food retailers around



Ray's Prime Meats in Trenton is a sparkling example of modern food retailing featuring the gourmet's touch. A second store was just opened in the new Southland Mall, Taylor.



Owner Ray Martyniak, an AFD director, left, takes pride in selecting his own meats for his customers. In the above photo he had just selected three prize sheep at last year's State Fair. His son, Brent, right, and Scott, far left, look on.

the nation, which enables customers to wire gift baskets to nearly 600 cities in the U. S. and foreign nations, in addition to local deliveries.

Martyniak's motto is that "profit comes after service" and he insists that all store decisions are based "on what is good for the customer." The stores today employ over 50 persons.

"Good planning and sound goal-setting, coupled with imagination and follow-through are the main principles which I and our employees strive for," Martyniak points out. "To assure this, we have an extensive training program, complete with customer care manual in how to

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The Sounding Board

To the AFD:

High food prices is becoming ridiculous with the passing of each week, when I have to spend \$35 to \$40 on food — or one third of what my husband earns.

I'm tired of a steady diet of chili, meatballs, meatloaf, sloppy joes, etc., not to mention hamburgers. Of course for variety there's fried chicken, roast chicken, barbecued chicken and chicken soup. On special occasions, I buy delmonico steak because there's less waste than with porterhouse or T-bone and more tender than rib. One package serves the four of us well.

What I'm trying to say is that food prices are too high everywhere. If most housewives weren't so dumb, they would boycott stores on Sundays and after eight on week nights. We could force them to close and thereby reduce the prices.

Why isn't the consumer more informed and aware of the cost of extra hours in the evenings and Sundays? Store employees dislike Sunday work and consumers dislike high food costs so why can't an agreement be made?

Why doesn't the Associated Food Dealers do something? Write an article in the papers, or something. Place a huge board in stores itemizing the cost of Sunday hours to shoppers.

Perhaps a law can be passed during this inflationary period, to close grocery, furniture, and discount stores on Sunday. We must do something and soon to stop these outrageous prices!

Mrs. Cynthia L. Sobczak
Concerned Consumer
Detroit

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INDEPENDENT FOOD RETAILERS
Michael Giancotti, President**

Bottlers Experiment With New Litter Prevention Techniques

A variety of litter prevention programs have been unveiled recently by soft drink and beer bottlers to help reduce the growing problem of litter throughout the nation.

In Columbus, Ga., Royal Crown Cola Company announced an unusual new anti-litter campaign for its franchised bottlers to provide incentives to persons who pick up trash from areas in and around their communities.

The program, called "Uncover America," is expected to last through August.

"We are not content with simply asking consumers to dispose of their trash in proper receptacle rather than littering," a company spokesman said. "We feel that it is time for direct action, through the active participation of people all over the nation. We want to prevent littering in the future, but we also want to act now to help clean up recreation areas and other places that have become littered and unsightly through carelessness."

Royal Crown's campaign calls for families or groups to plan an outing at a recreation area on designated Saturdays during the summer months, taking along giant litter bags for each member of the party, and filling the bags with litter while they enjoy the day out. The bags will then be returned to the designated official dump stations, where coupons worth free RC will be exchanged at the person's favorite store.

In Los Angeles, a bottle redemption program — the biggest industry-wide recycling project ever attempted —

has reached the one million mark per week, it was reported last week.

For the first time since the program was launched in April, more than one million used glass containers are being turned in weekly by individuals and groups to the eight redemption centers set up by glass manufacturers in that area.

Paul D. Griem, chairman of the Western Public Affairs Committee of the Glass Container Manufacturers Institute, attributed the phenomenal growth in the four-month-old program to enthusiastic public response arising from the growing concern with environment problems.

Thus far, more than 8 million used containers have been collected at the redemption centers and over \$40,000 paid by GCMI to individuals and groups.

It should be noted that about a year

ago, Reynolds Metals Company began experimenting with a bring-back-your-cans program, limited to aluminum cans which can be remelted and re-used. Company officials in Richmond have reported that similar experiments have been underway in other cities as well, and that response to the program have been "most favorable," according to a company official.

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ED DEEB

OFF THE DEEB END

Consumerism

A lot has been said and written lately on the subject of consumer protection and consumer information of all kinds.

One of the most interesting developments on the subject however, has been the move by pro-consumer individuals and groups to isolate or prevent businessmen from participating. Now if this isn't the cat's meow, I don't know what is — especially when businessmen do everything humanly possible to assure a fair cross section on any seminars they may hold on the subject.

Detroit Mayor Roman Gribbs recently announced the formation of a Consumers Council. At the very first meeting, which saw Esther Shapiro of the Michigan Credit Union League appointed to temporary chairman, there was practically a unified and thunderous expression against having any businessmen or business groups part of the council.

It's very interesting to see that the people who probably do the most to keep this country moving, don't even have a say in the matter, especially when schools, government, labor and all types of other non-business groups are represented.

In an effort to be fair and even-handed, the Associated Food Dealers urges city and state officials to see to it that business is represented. It seems reasonable to request that Mayor Gribbs, and all other city officials in the state, and Gov. William Milliken see to it that the businessman is represented.

It is with no wonder then, that many businessmen become frustrated, especially when this hot community and political issue of consumer protection seems to be moving into high gear, and seemingly anti-business.

In the long run, one thing is certain. Businessmen are just as concerned about consumer protection and consumer education as anyone else, and probably have done proportionately more than any other groups.

To be for consumerism is one thing, and to simply want to make everyone suspicious of businessmen is another. Let's hope this important issue doesn't get out of hand.

And remember, businessmen are consumers too!

Around the Town

"Buzz" Schennum has been appointed the new regional sales manager for **The Pillsbury Company** in Detroit. He comes to the Motor City from Minneapolis, where he had been district sales manager.

* * *

Stouffer's Frozen Foods, has opened a new Detroit office to handle its product distribution. **Phil Tessier** is the division manager, and **Bob Sullivan** is area manager. The office is at 30785 Grand River, Farmington.

* * *

Obituaries: The Associated Food Dealers was saddened to learn of the passing recently of member **Victor S. Bashara**, who had been in the grocery business 45 years before opening his own restaurant; and **Mrs. Al (Molly) Borman**, wife of co-founder of Borman Stores, operator of Farmer Jack's and other stores, and mother of the firm's president, Paul Borman.

* * *

Larry Kozel, formerly with Beech-Nut, Inc. has been named marketing manager for United Brokerage Company, an AFD member.

AFD director **Sam Cosma** of **Atlas Super Market**, Pontiac, has announced an addition is being built onto his existing store, which will almost double the present size.

* * *

Harvey L. Weisberg, AFD president, announces that the association is in the process of setting up an advanced food distribution course, a follow-up to the one held last year at Wayne State University.

* * *

AFD director and vice-president, **William Bennett**, was appointed chairman of a Consumers Conference to be held this fall sometime, probably in October or November.

* * *

J. Omer Gagne, AFD director, was appointed chairman of the upcoming Awards Banquet. He has selected **James Peabody**, **Mike Giancotti**, **Tom Violante** and **Tony Zerilli** to serve on his committee.

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THE PRESIDENT'S CORNER

Highest Reward For Toil: What We Become By It

By HARVEY L. WEISBERG

About a year ago, I mentioned on these pages that the Associated Food Dealers believed 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 will be held this year Sept. 15 at the Royalty House in Warren, and has become the food industry's way of acknowledging the distinguished and extraordinary work of individuals so we can all be inspired to do a better job.

During our awards program, the AFD cites four special men (or women) who have distinguished themselves as Salesmen of the Year in the categories of manufacturer, wholesaler, broker, driver-salesmen, and others who have excelled in service to our industry.



WEISBERG

The awards banquet has become more and more popular with the trade, and it is one of our vehicles for recognizing individuals who excel in serving their retail customers. We want to be sure that our suppliers know that these sales, marketing and merchandising services are not being taken for granted and are not going unnoticed. They are appreciated.

Soon the AFD Awards Committee will be sifting through the many nominations received, and there's still time to send your's in if you haven't already done so. It is a difficult task, selecting the award recipients, since only a handful are chosen. Nevertheless, we are prepared to carry it out and hope that the banquet provides an opportunity to help bring together and unite various segments of our industry.

The Associated Food Dealers has been paving the way for many years now, trying to perform meaningful services for the total industry, and not just for retailers. We do so by genuinely concerning ourselves with legitimate problems in our industry, and being involved in service to our community, wherever it may be.

Awards Banquet time also affords us the opportunity as an active association to review the aims, objectives and programs inaugurated at the beginning of the year, and determine the progress. Some examples are as follows:

1—Develop a wide variety of programs designed to bring all segments of the food and beverage industries together. Earlier this year we became involved in a very important JOBS program in cooperation with the National Alliance of Businessmen. We hope to provide

employment opportunities for residents of the inner-city, especially the hard-core disadvantaged.

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 the excellent food distribution courses which are offered at Michigan State, and Western Michigan universities.

3—We have been most active in the area of consumer education and information, appearing before numerous women's groups and civic organizations to discuss the food industry trends of the future. In conjunction with this, we will be involved in the massive nutrition awareness campaign being conducted by the Food Council of America in September and October to help produce healthier Americans.

4—We are in the process of creating an advanced food distribution course in cooperation with Wayne State

(Continued on Page 18)



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Two New Supplier Members Join AFD

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

FIN BROKERAGE COMPANY, food broker and manufacturer's representative, 16889 James Couzens Hwy., Detroit, Mich. 48235; phone 342-3535.

VIKING FOOD STORES, INC., retailer-owned voluntary and cooperative wholesale grocery, also known as Muskegon Wholesale Grocery Co., P. O. Box 570, 1764 Creston St., Muskegon, Mich. 48442; phone (616) 722-3151.

These new members and all AFD supplier and service members deserve your support and patronage. Refer to the AFD Supplier's Directory on Page 20 often. In fact, clip it out of *The Food Dealer* magazine and post near your phone.

SMI To Conduct Sanitation Seminars In 25 Cities

CHICAGO—Super Market Institute's sanitation system has proven so beneficial to its members, their employees and customers, that the institute has programmed a series of 25 such seminars which will be open to the entire food industry.

SMI reported that experience of its members has shown that the new sanitation system can help operators accomplish four major objectives:

- 1—Increase net profit by bringing spoilage caused by inadequate sanitation down to minimum levels.
- 2—Create a "fresh and clean" image with customers.
- 3—Increase the pride employees have in their workplace and thereby improve morale.
- 4—Prepare in advance for anticipated future inspection requirements.

One SMI seminar will be held in the Detroit area, Sept. 10, at the Metropolitan Inn.

COUPONS MEAN CASH!
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Memo from Faygo

by
MORTON FEIGENSON
President



"Big Bear Stores pioneered brand-name soft drink warehouse distribution with Faygo three years ago, mainly because we are strong advocates of economic distribution and believe it gives us the cleanest possible profit margins.

"Today, we also believe store-door delivery must be eventually phased out of supermarket operations as much as possible because of rising labor costs and mysterious product disappearance, the magnitude of which we can't precisely determine.

"We do know that pilferage or inventory shrinkage losses, whatever you want to call them, can add up to amounts that exceed net earnings."

The foregoing is the commentary of Michael J. Knilans, vice president and general sales manager of Columbus's Big Bear Stores which has grown since 1934 from one into a 49-store enterprise doing about \$170 million in business annually.



MICHAEL J. KNILANS, VICE PRESIDENT
AND GENERAL SALES MANAGER, BIG
BEAR STORES INC.

* * * * *

"Maintaining inventory security is frustrating," says Mr. Knilans. "Despite bigger outlays for preventive measures, pilferage rates keep rising."

A strict Big Bear policy requires every store-door vendor to be checked in and out by a store employee, usually the manager or assistant manager.

"Obviously," Mr. Knilans says, "we would prefer our store personnel free to devote all their time to the primary purpose of maintaining every one of our stores in the kind of condition that gives them maximum appeal for customers wanting to shop in them."

* * * * *

Big Bear Stores was the first chain to take on Faygo flavors when Faygo entered the Columbus market in 1967.

A total of 24 Faygo items now travels to Big Bear supermarkets within a 140-mile radius of the chain's huge Columbus-based warehouse, and Faygo sales out of Big Bear outlets are currently exceeding year-ago levels by more than 40 per cent.

The future looks even brighter, because as Mr. Knilans says:

"We project that the increase in soft drink consumption will continue, and we are enlarging beverage departments wherever we can. But because we can't knock out walls, we definitely prefer soft drinks moving into our stores from our warehouse. That way, we can keep tab on sales movement simply by reading computer printouts and allocate shelf space accordingly.

"With store-door delivery, that type of accurate data is

MERCHANDISING TIPS

A Sin By Any Other Name: Still A Sin

By MAX SOSIN
Sosin Sales Company

Don't be misled by this title, and don't go getting any ideas that I am about to preach a sermon "on the evil of sin." No, that is not my purpose in writing this article. The purpose primarily is to shed some light on some weak spots in the field of merchandising, at the request of the editor.

We often hear people say it's a sin to waste food; it's a sin to waste money; it's a sin to waste time; and it is quite common to attach sin to various acts of commission or omission. It is true that some of the greatest sins are committed by far too many people in the field of merchandising.

We have learned from experience that the greatest majority of people are completely unaware that they are doing anything which may prove to be injurious to their business. I fail to see where lack of interest in the operation of one department in your store is less of a sin than wasting food, time or money. What about the operator who buries his head in the sand and flatly refuses to allow anyone to point out some flaws in his operation,



SOSIN

which could eventually prove to be fatal, from a business point of view.

We have heard many people make the following statements: "This item won't sell in my store; this is not the neighborhood for this type of merchandising; my store is too small to do any more business; I like my operation; I'm satisfied; don't compare me to the big boys, I am just a little guy; don't mix me up with the facts; my mind is made up," and so on.

Does this sound familiar? Perhaps you yourself at one time or another found yourself making one or more of the above remarks, and brother, that is as bad a sin as anyone can commit. You might get some revelation in the fact that this type of sinning isn't done by one type of businessman but rather most businessmen. Be it a large or small operation, the only exception we find in the case of the small businessman, the penalty is not quite as severe as that of the larger corporate structures.

When a large organization begins its organized program of confusion, and committing sins becomes a way of life, and to make matters worse, no one at any level is even interested enough to see what can be done about correcting a situation which is extremely costly and could very well lead to ruin, *it is time to repent!* You and you alone could institute plans to correct such situations in your business if they already exist. And it is also only you, who could take precautionary measures to avoid the danger of falling into such a category.

Good merchandisers are generally self-made men, who came by such title out of a great desire to make good. It is an inner feeling which constantly drives them to improve their previous achievement. They are never satisfied, after experiencing a new success, they quickly begin planning tomorrow's program.

The only difference between a sin against humanity and the world, and a sin in merchandising, is this: When one commits a sin in business, he hurts no one but himself. It is like a self-inflicted wound, but it is painful. In conclusion, let me assure you that not only is it easy and profitable to become a good merchandiser, but as our good friend, Arte Johnson always says: "It's very interesting."

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THE BELL RINGER

There's Humor In The Sport of Girl-Watching

By ALEX BELL

Surprise, surprise, dear reader! Now that this column and issue is off the ground, awaaay we go!

* * *

Bob Pine of Detroit Rendering Company, and AFD member, is supposed to be a very worldly and wise character. But until he was straightened out by our friend Tom LaRose, Bob thought that Johnny Cash was a pay toilet.

* * *

Our man in Bangkok tells us that Eddie Acho, the AFD treasurer, is the beet and turnip king of W. Vernor! (*Edeebnote: So that's how it's going to be huh, Al? Pick on your friend month!*)

* * *

We heard about the hustler who couldn't spell. She is working in a warehouse instead of a bordello. Yes, Eddie that word means just what you think it does.



BELL

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AFD MEMBER

Looks like we are going to blow that Pulitzer Prize again.

* * *

A lot of kids don't want to go to college. It might interrupt their education! We've got to thank Judge George Bashara JR. for this one. Thanks, Judge.

* * *

We understand from our same contact in Bangkok that Jay Welch (an AFD trustee who heads Hollywood Super Markets) visited a golf course in Florida, paid his green fees and fixed up a match. At the first tee, he took a terrific swing at the ball and missed it completely.

* * *

"By golly," he exclaimed, "it's a good thing I found out at the start of this game. This course is at least two inches lower than that of Hillcrest." Now we can't imagine Jay saying "by golly" and we have a hunch that he was higher than the course.

* * *

Well, well, we see that Chatham has gone and done it! We mean crashed into unit or dual pricing, but with finesse. Calling it "the Actuals" instead of unit pricing was a good move on their part. Good going Bernie and Harvey, you took the curse out of it.

* * *

Our first wife has a sense of humor. I was engaged in my favorite outdoor sport of girl watching and a rather shapely young thing passed by. As I put my eyeballs back in place, the first wife quipped, "Who said she was all thumbs?"

* * *

Don LaRose, the AFD past president and director who heads Food Giant Super Markets, tells us that he flew out of town on a business trip and the airline kept their promise to have his baggage at the gate when he deplaned . . . they kept the passengers locked in the plane for half-hour after landing.

* * *

Thinking out loud: Life has its problems but living is the best thing to come up so far.

* * *

We were getting very scientific one day talking to our first wife, and told her we were going to invent a gimmick to see through walls, so she said, "It has already

been invented dum-dum." We asked her what it was called, and she came back with "a window, dummy." We gotta do something about this gal.

* * *

There is some noodnik called old Philo who writes a column in the AFL-CIO newspaper called "The Meat of the Matter." Now I quote verbatim from his column: "This was back in 1928 when I started in this miserable business." Well, Philo, old boy, if it is so miserable, why have you stayed in the business for so many years? Maybe the reason is that you are now a business agent for the union and have been for years. As Anton Jakobs told us many years ago: "It is easy money."

* * *

Dear John, that's all she wrote! — ACB

Law Passed To License State Pesticide Applicators

Homeowners and businessmen should expect additional protection from the licensing and state monitoring aspects of a pesticide law passed recently by the Michigan Legislature. The announcement was made by John R. Beck, president of Rose Exterminator Company, and head of the Michigan Pest Control Operators Assn., and calls for pesticide applicators to be licensed.

"The new law, effective Jan. 1, 1971, should help upgrade service to the public," Beck says. "Our state association, in cooperation with the State Department of Agriculture and the National Pest Control Association, will constantly strive to bring the latest advances and discoveries to the public as quickly as possible."

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

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

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

MEMBERSHIP APPLICATION

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Address _____

City _____

Owner's Name _____

Do you wish Blue Cross Coverage?

Yes ☐

No ☐

An Invitation to Join A.F.D.

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434 W. Eight Mile Rd.

Detroit, Mich. 48220

Phone: 542-9550

GUEST EDITORIAL

An Enthusiastic Call For Consumer Action

By **KATHLEEN A. IGRISAN**

Consumerism is here and it's here to stay. Mass production, large national manufacturing firms, and giant supermarkets which are run by anonymous unseen people have brought about a situation whereby the individual shopper feels lost in the marketplace. Indeed, where is the consumers' voice heard in the grocery industry? When a shopper has a legitimate grievance with a supermarket, to whom does she go? When shoppers, as a group, want action on a problem, is it necessary that they picket in order to make their voice heard?

President Nixon's appointment of Mrs. Virginia Knauer a professional home economist, to the position of Assistant to the President for Consumer Affairs, rang in the beginning of a new direction in the American marketplace. New York's appointment of Mrs. Bess Myerson Grant as Commissioner on Consumer Affairs shows continuing action at the government level. Government is doing something to meet today's challenge.

ACTION UNDERWAY

Action is well under way at the consumer level as well. In June, 1970, United Community Services sponsored a day-long conference for Detroit-area consumers at Cobo Hall. In July, 1970, a meeting was held at Detroit's Sheraton-Cadillac Hotel at which many local consumer-oriented groups were represented. As the result of this meeting, the groundwork for the formation of one joint body which shall represent the various smaller consumer groups was laid. This joint body is being organized by trained, experienced people involving many organizations. The conglomerate group promises to be an extremely active consumer voice, making consumer wishes, demands, and complaints heard loudly.

To imagine that consumers have no legitimate complaints would be unrealistic. To suggest that business respond to sincere wishes on the part of the buying public would only be partly true.

Until now, consumers were individuals, unorganized, and for the most part unknowledgeable in the means necessary to obtain action for their problems. However, the day of silent, unorganized consumers is past. With the help of trained, experienced, professional people, consumers in the Detroit area, with representatives from many income levels, are now organizing and preparing to make their voices heard!

But where is corresponding action on the part of business? What has business done to meet the action of government and challenge of consumer groups? To date, not one supermarket chain or food manufacturer in the Detroit area employs a Consumer Affairs Specialist, to

my knowledge. Response on the part of industry has been limited to the Chamber of Commerce, the Better Business Bureau, or the Associated Food Dealers. To whom will the newly formed consumer group present its problems and demands? What level within a company will handle consumer affairs?

BEGIN NOW

Business can begin now. Supermarket chains and food manufacturers can act now by creating a position on Consumer Affairs. A Consumer Affairs Specialist would be an individual trained in business (marketing, pricing, advertising), consumer affairs (home economics, sociology and the related area of low income consumers) and governmental aspects of the marketplace (governmental agencies and laws relating to the marketplace). A consumer affairs specialist would be a person trained to understand the problems of the shopper, present them to management, help seek solutions that are acceptable to both the company and the consumer and then help implement the solutions wherever possible, including publicity of solutions. The consumer affairs specialists would receive consumer complaints and meet with various groups which speak for larger numbers of shoppers.

(Continued on Page 18)

EDITOR'S NOTE—Miss Igrisan, an avid proponent of consumers rights, holds her bachelor's and master's degrees in home economics from Wayne State University. Her master's essay titled "A Study of Private Labels and National Brands," showed the basic advantages and disadvantages of each. While working toward her master's degree, Miss Igrisan worked as a graduate assistant to Mrs. Mary Jane Bostick, who has been close to Michigan's food industry. Although presently unemployed, Kathy hopes to locate a position as a consumer specialist in the food field.

Although *The Food Dealer*, and the Associated Food Dealers agrees with her basic premise, that companies should be consumer oriented, we disagree with her statements that the consumer or the distributor in the food field has no one to turn to, and that there is little consumer activity. Several years ago, the AFD made consumer education part of its total aims and objectives as an active, responsible and outspoken service trade association in the food field. As part of our thinking, we are ready to launch a series of Consumer Conferences to help provide consumers with the type of information and knowledge they require in our fast-changing world. We have strongly advocated that all companies in the food industry take a more active part in consumer affairs, and involve individuals, their companies and associations in various consumer related activity.

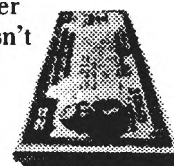
Maybe it's time you invested in a little real estate.



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it worth it?



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destroyed, we replace 'em.

Take stock in America Buy U.S. Savings Bonds

A Total Team Effort

(Continued from Page 5)

greet customers from the moment they walk in, to the final farewell."

Another important key to success in retailing, and it is found true at Ray's, is involvement in civic and community activities. Martyniak is a past president of the Trenton Rotary, vice-president of the South Wayne County Chamber of Commerce (and in line for the presidency), a member of Super Market Institute, and the National Institute of Locker and Freezer Provisioners. This in addition to his involvement with the Associated Food Dealers.

"No matter how successful a business, remember that without a good team to get the job done, there is no success," Martyniak says.

"We hear constant talk about the small retailer going out of business and all that. If someone really wanted to do an above-average job, there is no reason why they cannot be successful. But it takes work."

If any of the smaller retailers need any inspiration, the place to start looking is at Ray's in Trenton and Taylor.

CONSUMERISM

(Continued from Page 16)

However, if new consumer groups (now organizing for action) find no response, or unsatisfactory answers, at the business level, it will get action in other ways. Both daily newspapers in Detroit are eager to present the consumer viewpoint. The newspapers run entire sections for consumers. This pressure group can and will appeal to the newspapers for publicity of their grievances. Then there is possibility and likelihood of lobbying in Lansing and even Washington for the enactment of legislation which will force industry to meet demands on the part of consumers. Government is already sympathetic to the outcry for consumer legislation, and it is consumers who cast votes for legislators. What legislator will be against a law in favor of consumers?

ANTI-BUSINESS?

Does a law in favor of the consumer necessarily have to be against industry? The time to act is NOW, while consumer groups are still organizing. Bridge the communication gap and get moving with the challenge of the marketplace today. Government will not wait. Consumer pressure groups will not wait.

The time to do something to meet the modern consumer is here. Move with the current or ahead of it, not against or behind it. You have everything to gain both in profit and in good public relations, or you have much to lose from boycotts, pickets, legislation unfavorable to industry, and bad publicity. Plug the communications gap now!

WEISBERG

(Continued from Page 10)

University for food merchants, their employees, and for representatives of various food manufacturing companies who would be interested. It is the take-off of the basic course we introduced last year.

We are certain most of you are aware that unity within our industry will not take place accidentally. This will result only from the combined effort and commitment of all segments and all companies. This will require action as well as improved dialogue and communication.

Last year over 600 persons attended the banquet to honor those deserving persons who have excelled in their fields. We hope you will join us again this year. Among other reasons for doing so is that the awards provide an incentive for each of us to re-evaluate the job we're doing, and set new goals to improve wherever possible.

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Brink, Earl B. (Insurance)	358-4000
Gohs, Inventory Service	VE 8-4767
Heemer, Klein, Grainer & Lamb	754-3030
J & S Inventory Service	924-7070
Moe Miller Accounting	354-3230
Retail Grocery Inventory Service	399-0450

BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	TY 6-5700
Bonnie Bakers	893-3260
Farm Crest Bakeries	TR 5-6145
Grennan Cook Book Cakes	TA 5-1900
Grocers Baking Co. (Oven-Fresh)	537-2747
Hekman Supreme Bakers	KE 5-4660
Holiday Delight Cheese Cake	894-6011
Independent Biscuit Co.	584-1110
Koeplinger's Bakery, Inc.	JO 4-5737
Lebanon Baking Co.	825-9702
Johnny Mac's Cookie Co.	885-6200
Magnuson Foods (Bays Muffins)	FA 1-0100
Oven King Cookies	PR 5-4225
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Silvercup Bakery	LO 7-1000
Taystee Bread	TY 6-3400
Tip Top Bread	TA 5-6470
Warrendale Baking Co.	271-0330
Wonder Bread	WO 3-2330

BEVERAGES

Associated Breweries	925-0300
Canada Dry Corp.	868-5007
Carling Brewing Company	834-7170
Cask Wines	849-0220
Coca-Cola Bottling Co.	898-1900
J. Lewis Cooper Co.	823-3900
Faygo Beverages	WA 5-1600
Home Juice Company	925-9070
Leone & Son	925-0500
Mavis Beverages	DI 1-6500
National Brewing Co. (Altes)	921-0440
Pepsi-Cola Bottling Co.	366-5040
Seven-Up Bottling Co.	537-7100
Stroh Brewery Company	961-5840
Squirt Bottling Company	JO 6-6360
Vernor's-RC Cola	TE 3-8500

BROKERS

Acme Detroit Food Brokerage	581-0410
Allstate Sales-Marketing, Inc.	341-9461
Steve Conn & Associates	547-6900
Continental Food Brokerage	533-2055
Christensen Sales Agency	838-4474
Harris Crane & Company	538-5151
DeCrick & Maurer	822-5385
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Fin Brokerage Company	342-3535
Earl English Associates	546-5100
Food Marketers, Inc.	342-5533
Graubner & Associates	444-8400
John Huerteman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corp.	341-5905
George Keil Associates	273-4400
Edward L. Kuester & Co.	928-7117
Maloney Brokerage Co.	TU 5-3653
Charles Mascari & Associates	585-6145
Harry E. Mayers Associates	352-8228
McMahon & MacDonald Co.	BR 2-2150
Marks & Goergens, Inc.	DI 1-8080
Northland Food Brokers	342-4330
Peppler & Vibbert	838-6768
Perrault, Ricker, Rooney & Co.	341-9033
Peterson & Vaughan, Inc.	VE 8-8300
P. F. Pfeister Company	491-2000
Arnold J. Rodin Assoc. (Commodities)	843-1788
L. F. Rothschild & Co. (stocks)	(212) 425-3300
Sahakian & Salm	962-3533
Sosin Sales Co.	WO 3-8585
Stark & Company	358-3800
Stiles Brokerage Company	965-7124
Sullivan Sales	KE 1-4484

Ned Weitzman Associates	272-3700
United Brokerage	BR 2-5401
Mort Weisman Associates	354-1350

DAIRY PRODUCTS

The Borden Co.	564-5300
Detroit City Dairy, Inc.	TO 8-5511
Fairmont Foods Co.	TR 4-0300
Gunn Dairies, Inc.	TU 5-7500
Hays Ice Cream	271-5670
Land O'Lakes Creameries	TE 4-1400
Melody Dairy Dist. Co.	354-3800
Najor's Dairy Co.	353-8164
Risdon Bros., Inc.	825-1480
Sealtest Dairy	TI 6-5700
Stroh's Ice Cream	961-5840
Trombly Sales	925-9505
United Dairies, Inc.	UN 1-2800
White Star Dairy	868-8655
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Son Dairy	TY 5-6000

DELICATESSEN

Home Style Foods Co. (Deli.)	874-3250
Quaker Food Products, Inc.	874-0550
Specialty Foods (Deli.)	893-5594

EGGS AND POULTRY

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

FRESH PRODUCE

Badalament (bananas)	963-0746
Jos. Buccellato Produce	LA 6-9703
Ciaramitaro Bros.	963-9064
Cusumano Bros. Produce Co.	921-3430
Gelardi Produce	WA 5-0969
H. C. Nagel & Sons	832-2060
North Star Produce	463-3484

GARDEN SUPPLIES

Fredonia Seed Company	427-8153
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INSECT CONTROL

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

LINEN SERVICE

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

MANUFACTURERS

Aunt Jane's Foods	352-7330
Boyle Midway Company	543-3404
Diamond Crystal Salt Company	399-7373
Kraft Foods	946-5300
Lorillard Corporation	532-4768
Mario's Food Products	923-3606
Morton Salt Company	VI 3-6173
C. F. Mueller Company	543-8853
Prince-Vivison Macaroni Co.	775-0900
Red Pelican Food Products, Inc.	921-2500
Roman Cleanser Company	TW 1-0700
Rosenthal Cleans-Quick Corp.	261-2100
Schmidt Noodle Company	921-2053
Shedd-Bartush Foods, Inc.	TO 8-5810
Velvet Food Products	937-0600

MEAT PRODUCTS, PACKERS

Alexander Provision Co.	961-6061
Cadillac Packing Co.	961-6262
Crown Packing Co.	TE 2-2900
Detroit Veal & Lamb, Inc.	962-8444
Feldman Brothers	WO 3-2291
Frederick Packing Company	832-6080
Glendale Foods, Inc.	962-5973
Gordon Sausage Co.	826-6145
Great Markwestern Packing	321-1288
Guzzardo Wholesale Meats, Inc.	FA 1-1703
Herrud & Company	962-0430
Johann Packing Co.	TW 1-9011
Kent Packing Company	843-4900
Kirby Packing Company	831-1350
Kowalski Sausage Co., Inc.	TR 3-8200

Mickelberry's Food Products	894-6600
Oak Packing Company	961-2160
Peet Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Co.	TR 5-6710
Peter Eckrich & Sons, Inc.	KE 1-4466
Peters Sausage Co.	TA 6-5030
Pitts Packing Co.	WA 3-7355
Popp's Packing Company	365-8020
Sam & Walter Provision Co.	TW 1-1200
Spencer, Inc.	931-6060
Ruoff, Eugene Co.	WO 3-2430
Van Dyke Steak Company	875-0766
Wayne Packing Co.	WO 1-5060
Weeks & Sons (Richmond)	RA 7-2525
Wehby Meats, Inc.	832-3350
Winter Sausage Manufacturers	PR 7-9080
Wolverine Packing Co.	WO 5-0153

MEDIA

Detroit Free Press	222-6400
The Detroit News	222-2000

NON-FOOD DISTRIBUTORS

Arkin Distributing Co.	WE 1-0700
Cal-Chemical & Mfg. Co.	567-6330
Hartz Mountain Pet Pds.	894-6300 or 923-4550
Ludington News Company	925-7600
Super Toy, Inc.	923-4550
Perfect Plus Inc.	961-6381
Wayne County Wholesale Co.	894-6300

POTATO CHIPS AND NUTS

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

PROMOTION

Action Advg. Distg. & Mailing Co.	964-4600
Associated Distributing Co.	626-4842
Bowlus Display Co. (signs)	CR 8-6288
Holden Red Stamps	255-3350
Reliable-Accurate Mailing Co.	831-4480
Stanley's Adv. & Distributing Co.	961-7177

RENDERERS

Darling & Company	WA 8-7400
Detroit Rendering Company	571-2500
Wayne Soap Company	842-6000

SERVICES

Atlantic Saw Service Co.	965-1295
Comp-U-Check, Inc.	255-2800
Gulliver's Travel Agency	963-3261
Pittsburgh-Erie Saw	835-0913
Zablocki Electric	372-1791

SPICES AND EXTRACTS

Frank's Tea & Spices	352-2256
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STORE SUPPLIES AND EQUIPMENT

Almor Corporation	JE 9-0650
Butcher & Packer Supply Co.	WO 1-1250
C & J Barbeque Sales (Oven King)	838-3701
Central Alarm Co.	838-6365
Hussman Refrigeration, Inc.	341-3994
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-5938
Lepire Paper & Twine Co.	WA 1-2834
Liberty Paper & Bag Co.	921-3400
Master Butcher Supply Co.	WO 1-5656
Midwest Refrigeration Co.	JO 6-6341
Pappas Cutlery & Grinding	965-3872
Scan-A-Scope	823-6600
Shaw & Slavsky, Inc.	TE 4-3990
Store Equipment Sales Co.	861-1270
Square Deal Heating & Cooling	WA 1-2345

WHOLESALE, FOOD DISTRIBUTORS

Central Grocery Company	(1) 235-0605
Glacier Frozen Foods	962-8421
Grosse Pointe Quality Foods	TR 1-4000
Kaplan's Whlse. Food Service	WO 1-6561
Raskin Food Company	865-1566
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
United Wholesale Grocery	834-6140
Viking Food Stores	(616) 722-3151
Vlasic Food Co.	868-9800
Wayneco Wholesale Co.	894-6300

TAX TOPICS

New Federal Restrictions on Wage Garnishment

By MOE R. MILLER

Accountant and Tax Attorney

Because it was found that unrestricted garnishment of wages encourages the "making of predatory extensions of credits", Congress enacted restrictions on wage garnishments which become effective July 1, 1970.

AMOUNT LIMITED

It is the lesser of these two figures: 25% of his disposable earnings, or (2) the amount of his disposable earnings in excess of \$48.

Example: (1) Employees disposable weekly earnings were \$112. Twenty-five per cent of \$112 is \$28. The amount of his disposable earnings in excess of \$48 is \$64. Consequently, the maximum amount that can be garnished for that week is \$28.



MILLER

Example: (2) Disposable earnings for a week is \$62. Twenty-five per cent of \$62 is \$15.50. The amount of his disposable earnings in excess of \$48 is \$14. Therefore, \$14 is the maximum amount that could be garnished.

The formula is simple; there can be no garnishment which reduces an individual's disposable earnings below \$48 per week.

DISPOSABLE EARNINGS

This is not the same as "take home pay." It is defined in the law as "that part of the earnings of any individual remaining after deduction of any amounts required by law to be withheld."

Items required by law to be withheld include Federal and State income tax deductions and social security. It may include other deductions but they must be required pursuant to a state or federal law. Deductions made from an employee's pay as a result of contract or for the convenience of an employee would not be that kind of deduction.

Every law has exceptions and this one specified three instances where the restrictions on the amount of garnishment will not apply: (1) court orders for support of any person, (2) Chapter XIII Bankruptcy Court orders, and (3) debts due for either state or federal taxes.

DISCHARGE PROHIBITION

The other arm in this law prohibits the discharge of any employee "by reason of the fact that his earnings have been subjected to garnishment for any one indebtedness."

This provision, despite its apparent simplicity will probably be the subject of more controversy than the limits on the amount of garnishment.

The employer in such a case where he discharges an employee for garnishment, could be risking a jail sentence, a fine, or both, if the court sustains the employee. "Whoever willfully violates this section shall be fined not more than \$1,000 or imprisoned not more than one year or both."

COVERAGE OF THE LAW

The coverage of the law is universal. This law is not restricted to employers or employees involved in interstate commerce; this law is based on the wide constitutional powers of Congress.

ENFORCEMENT

The act assigns this law's enforcement responsibility to the Secretary of Labor, acting through the Wage and Hour Division of the Department of Labor.

HAVE ANY TAX QUESTIONS?

If you have any questions concerning taxes or related problems, drop a note to Mr. Miller care of The Food Dealer, 434 W. Eight Mile Rd., Detroit, Michigan 48220.

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WHO'S YOUR CHOICE FOR SALESMEN OF THE YEAR?

You now have the opportunity to choose or nominate your 1970 candidate 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-Salesman representatives of the year. The four chosen will be honored at the Associated Food Dealers "Annual Awards Banquet," to be held on Sept. 15th.

Broker Rep. of Year _____

Company _____

Wholesaler Rep. of Year _____

Company _____

Manufacturers Rep. of the Year _____

Company _____

Driver-Salesman of the Year _____

Company _____

Signed _____ Phone _____

Store or Firm _____ City _____

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