

Free Enterprise Resists Monopoly



ASSOCIATED FOOD DEALERS

The Grocers' Association

# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

DECEMBER, 1970



## Throne Changes at King Cole

Ben Rubens, left, former owner of King Cole Markets and an AFD director, turns the store keys over to the new owners and managers. Next to him, from left, is Wilson Boyd, Eugene Robinson and Dave Brown. The new management are all former employees at the store. (Boyd was elected to replace Reuben on the AFD board.)

# **S.S. Pierce.**



**It's everything expensive food ought to be  
except expensive.**

## **S.S. Pierce Appoints Local Full-line Supplier**

People shop at your store because it's nearby and convenient. We've appointed a local full-line S. S. Pierce supplier for the same reason. Starting now, when you order S. S. Pierce products our local supplier will handle your full-line order quickly and easily. Here's the S. S. Pierce supplier in your neighborhood:

### **Specialty Foods Company**

**4222 E. McNichols Rd., Detroit**

**Phone: (313) 893-5594**

Call him soon. Or, call our sales representative,

### **DeCrick & Maurer, Inc.**

**13015 E. Warren Ave., Detroit**

**Phone: (313) 822-5385**

From now on, S. S. Pierce is going to be as convenient for you as your store is for your customers.

## **S.S. Pierce Co.**

**Boston Mass.**



## Phillips New DAGMR Prexy

Howard Phillips, of Kar-Nut Products Company, has been elected the 1971 president of the Detroit Association of Grocery Manufacturers' Representatives (DAGMR). Don Dorst of Independent Biscuit Company, was elected first vice-president; Lou Brown, Better Made Potato Chips, second veep; Carl Leonhard, The Detroit News, secretary-treasurer; and Fred Falle, Strongheart Dog Food, sgt.-at-arms. The group's Annual Inaugural Ball will be held Saturday, Jan. 9, at the Latin Quarter.

## Bennett New AFD President

William Bennett, vice-president and general manager of Quik-Pik Stores, a chain of 30 convenient stores, was elected president of the Associated Food Dealers. He succeeds Harvey L. Weisberg of Chatham Super Markets, who was elected chairman of the AFD board. Former chairman, Michael Giancotti, of Auburn-Orchard Food Centers, was elected chairman of the association's executive committee.

Allen Verbrugge of Verbrugge's Market was elected vice-president of trade relations; J.Omer Gagne of People's Super Markets, was elected vice-president of public relations; and Ray Martyniak of Ray's Prime Meats, was elected vice-president of programs. Two new directors were elected. They were Jerry Yono of Imperial Quality Market; and Wilson Boyd, of King Cole Markets. (A full report of all officers, directors, and trustees will appear in the next issue of *The Food Dealer*.)

## 1970 NAFR Resolutions

**1—Uniform Meat Inspection**—Whereas the National Association of Food Retailers (NAFR) desires to eliminate confusion and misunderstanding between meat merchants and distributors and the various meat inspectors; and Whereas we wish to avoid unneeded waste and expenses which would be passed along to consumers in the form of higher prices; Therefore, be it resolved by NAFR that dual and triple meat inspection at the local, county, state and Federal levels be standardized as soon as possible in cooperation with the new Federal meat inspection regulations.

**2—Uniform Food Packaging**—Whereas unlimited numbers of packages and sizes have created problems for consumers; and Whereas food merchants wish to help avoid this unnecessary confusion; and Whereas merchants wish to make shopping easier and more pleasant by eliminating duplication of packages and items which would create more favorable pricing policies; Therefore, be it resolved that the National Association of Food Retailers urge manufacturers who sell their products through food stores and supermarkets, to standardize the sizes of similar products in similar categories, to help make shopping more pleasant and simpler for the consumer.

(Continued on Page 17)



**JACK HAMADY**, board chairman of Hamady Bros. Food Markets, and a director of the Associated Food Dealers, left, is shown receiving an award citation in behalf of his company from **Gerrit Veldman**, of the American Legion. The citation, presented at the Legion's state convention, cites Hamady's for promotion and placement of senior citizens within the company, contributing to their economic security and self-dependence.



**ABNER A. WOLF**, (right) founder of the giant wholesale grocery company bearing his name, is shown receiving one of 27 citations given out by the Greater Detroit Chamber of Commerce's food council. Making the presentation is **J. E. Bud Stedman**, left, manager. The occasion was a testimonial dinner honoring food field veterans.

# THE FOOD DEALER

Volume 44 — Number 8

Copyright, 1970

Official Publication of

THE ASSOCIATED FOOD DEALERS

434 West Eight Mile Rd. Detroit, Michigan 48220

Phone: 542-9550

EDWARD DEEB, *Editor*

MRS. PATRICIA COX, *Office Secretary*

MRS. CONNIE BROWN, *Insurance Secretary*

## Officers — 1970

HARVEY L. WEISBERG, *President*

Chatham Super Markets ..... Warren

MIKE GIANCOTTI, *Chairman*

Auburn-Orchard Super Markets ..... Utica

DON LaROSE,

*Chairman, Executive Committee*

Food Giant Super Markets ..... Hazel Park

ALLEN VERBRUGGE, *First Vice President*

Verbrugge's Food Market ..... Grosse Pointe

WILLIAM BENNETT, *Second Vice President*

Quik-Pik Stores ..... Detroit

R. JERRY PRZYBYLSKI, *Third Vice-President*

Jerry's Food Markets ..... Wyandotte

EDWARD ACHO, *Treasurer*

J-A Super Market ..... Detroit

## Trustees

PHIL LAURI, *Chairman*

Lauri Bros. Super Market ..... Detroit

ALEX BELL, Village Food Market ..... Grosse Pointe

SIDNEY BRENT, Kenilworth Market ..... Detroit

LOUIS GEORGE, Food Farm Super Market .... Detroit

RAY MARTYNIK, Ray's Prime Meats ..... Trenton

JAY WELCH, Hollywood Super Markets .... Royal Oak

AL WYFFELS, Albert's Fine Foods ..... Detroit

EDWARD DEEB, *Executive Director*

GEORGE BASHARA, *Legal Advisor*

## Directors

LAFAYETTE ALLEN—Allen's Supermarkets ..... Inkster

SAM COSMA—Atlas Super Market ..... Pontiac

REUBEN COTTLER—Dexter-Davison Markets ..... Oak Park

OMER J. GAGNE—People's Super Markets ..... Pontiac

JACOB GRANT—Farmer Grant's Market ..... Ann Arbor

SID HILLER—Shopping Center Super Markets ..... Southfield

JACK HAMADY—Hamady Super Markets ..... Flint

GEORGE JERRY—C. Jerry's Super Markets ..... Port Huron

MANUEL JONA—Trade N Save Market ..... Detroit

THOMAS JOSEPH—Joseph's Market ..... Detroit

F. A. KENNEDY—Polly's Super Markets ..... Jackson

DANNY KNOPPER—Danny's Super Markets ..... Detroit

FRED LEVEY—Lindy's Super Markets ..... Detroit

MOYED NAJOR—Publix Super Market ..... Dearborn

SABAH NAJOR—Lucky Strike Super Market ..... Detroit

JAMES PEABODY—Peabody's Market ..... Birmingham

BEN RUBENS—King Cole Super Markets ..... Detroit

PHIL SAVERINO—Phil's Quality Market ..... Detroit

LOUIS VESCIO—Vescio's Super Markets ..... Saginaw

THOMAS VIOLANTE—Holiday Super Market ..... Royal Oak

TONY ZERILLI—Big-A Super Market ..... Birmingham

# The Sounding Board

To The AFD:

The recent feature article which appeared on the cover of *The Food Dealer* was most complimentary to our organization. One of the most rewarding aspects of being in the food business is the opportunity to belong and serve on the board of the Associated Food Dealers. Many of the ideas we have implemented in our stores originated or were passed on by other AFD member-operators. Many thanks for the story.

Ray Martyniak

Ray's Prime Meats

Trenton and Taylor

We at the Pontiac Press are thrilled that your fine organization paid us such a tribute in awarding us your Citation for Distinguished Service at your annual awards banquet. We appreciate the honor and want your entire membership to know. In appreciation, we ran a full-page service announcement in our papers which went to our subscribers in the Pontiac/Oakland area. It was another way of our saying thanks.

John A. Riley

Advertising Director

The Pontiac Press

I wish to take this opportunity to express my thanks and gratitude for selecting me as the Associated Food Dealers' Driver-Salesman of the Year. It was a pleasure to accept the award in behalf of every one at Koepplinger's with whom I have worked during the past 29 years. A special thanks to the man who trained me, Joe Moser.

Thanks also to the many, many stores I have come in contact with, and to my many customers in the Birmingham area, and those of my previous routes. Thanks to everyone for everything.

Bethel Thompson

Koepplinger's Bakery, Inc.

Oak Park

**The AFD Is The Largest and Most  
Active Food Trade Association  
in Michigan.**

**Are You On The Team?  
If Not, Phone 542-9550**

**Affiliated with the  
NATIONAL ASSOCIATION  
OF FOOD RETAILERS**

**Michael Giancotti, President**

## YOUR ASSOCIATION AT WORK

# Review of AFD Involvement, Action Programs

The following is a year-end review of the numerous major action programs, projects and involvement of the Associated Food Dealers during 1970. It also includes some of the major developments which occurred in and affect our industry. The report was compiled by AFD president Harvey Weisberg and executive director Ed Deeb.

### JANUARY-FEBRUARY

The year was unofficially kicked-off with DAG-MR's Inaugural Ball which saw Earl English of Earl English Associates accept the reins as the group's new president. At the same time, James Scoggin of Food Marketers was elected the new president of the Detroit Food Brokers Association. On Jan. 14, the Associated Food Dealers, in cooperation with Wayne State University, held its food course ceremonies, presenting completion citations to the 45 who took the course.

Sam Dickow of Save Well Markets, became the sixth Detroit area grocer in less than a month to get killed as a result of a holdup in his store. Harvey Weisberg of Chatham Super Markets was re-elected president of the AFD, as were his directors. The following new directors were elected: Jacob Grant, Danny Knopper, Sabah Najor, James Peabody, Louis Vescio and Tony Zerilli. Dr. Charles Edwards was appointed the new director of the Food and Drug Administration, succeeding Robert Finch.

Mike Giancotti, president of the National Association of Food Retailers, urged that a National Food Council be formed in conjunction with the National Alliance of Businessmen. Later, the idea became a reality. The AFD staff assisted the Michigan State Chamber of Commerce in preparing for an entire issue of its magazine, *Challenge*, on the food distribution industry. AFD's Ed Deeb addressed members of the Utica Kiwanis Club, relating information on our industry.

Conducted the Associated Food Dealers' 5th Annual "Grocers Week in Michigan," a statewide promotion sponsored by the AFD in behalf of the state's food merchants and total food industry. Gov. Milliken issued a proclamation to that effect in behalf of the people of Michigan. Highlight of the week-long celebration was AFD's 54th Annual Food Trade Dinner and installation, held Feb. 17 at the Raleigh House, with some 1,100 persons attending, setting a new food field attendance record. Installing the officers was Circuit Court Judge Thomas Roumell, assisted by Probate Judge George Bashara Jr. In his inaugural address, AFD president Weisberg called for greater unity and establishment of regular consumer conferences, both of which he said were needed more now than ever. Bill Bennett of Quik-Pik chaired the Grocers Week festivities, while Lou

Brown of Better Made Potato Chips won the annual Grocers Week Theme Contest.

AFD executive director Deeb appeared as a guest on J. P. McCarthy's Focus Show on WJR radio. Tanner & Daily, Saginaw-based wholesale company sold its properties to Symons Bros. of Jackson, and Alpena Wholesale Grocery. In cooperation with the Detroit Police Department, the AFD sponsored a Crime Prevention Seminar Feb. 20. On the program were DPD's James Bannon, Aubrey Greene, Delore Ricard. AFD once agreed to cooperate with the Greater Detroit Chamber of Commerce's Litter Prevention Committee.

AFD's Harvey Weisberg, Mike Giancotti and Ed Deeb were guests of the Detroit Food Brokers Assn., and outlined aims of the association, which included consumer involvement, services, workshops, programs, etc. Giancotti indicated the activity of NAFR. The AFD also met with Harry Laremore of the Toledo Food Distributors Association, to discuss mutual programs or problems. An editorial in *The Food Dealer* magazine called for public officials to take action in providing aid to victims of crime. It was the first such public request of this kind.

### MARCH

**Focus: Hope**, led by sensationalist rebel priest Fr. William Cunningham, once again led his organization to conduct another price survey of Detroit's and suburbs food stores, this time with 10,000 women recruited to do the job, two years after the first one had been taken. The Retail Store Employees Union settles its new wage contract with local and chain store market operators in the area. Employees received 41% increase in wages over the next three year period.

Members of the AFD appeared before the student assembly of Clark School, Detroit, to give information on our industry and hopefully lure more students to it. Attended the third annual meeting of the National Alliance of Businessmen, at which Vice-President Spiro T. Agnew indicated the plight of small businessmen and urged programs to help them. Later, Mr. Agnew, Labor Secretary Schultz, Commerce Secretary Stans, Henry Ford II, and Lynn Townsend of Chrysler commended the AFD and NAFR for its initiative and interest. AFD executive director Ed Deeb spoke before the Senior Class of Lahser High School and gave the industry position concerning charges of Focus: Hope, which appeared earlier before the group.

City of Highland Park unanimously approves a stop and frisk law. DFBA hosts executives of A&P Food Stores at its monthly meeting. AFD invited to address annual sales meeting of Frito-Lay to give food and beverage retailer views on merchandising.

(Continued on Page 8)



ED DEEB

## **OFF THE DEEB END**

# Razzle-Dazzle

The name of the game in the highly competitive food marketing business is existence.

In order to exist you have to bring in customers. Naturally, this is done by offering incentives to assure the necessary traffic and sales volume needed to run a successful and profitable independent grocery or chain store operation.

The ultra weapon in the Detroit area food distribution business is known as below-cost selling, referred to in years of yore as loss-leader selling. Presently, all the major corporate and independent chain stores in the area are selling numerous items below cost. In fact, it is truly a consumer's market at the present.

One chain fanfares: "Now that you can get premium quality at discount prices, why go anywhere else?" Another boasts: "When it comes to low food prices, you can be sure (we) will set the pace; others will follow." Still another offers all that "plus trading stamps." Another trumpets: "You've checked the rest, now shop the best." Another retailer states it is "the low price king." Still another says, "Nobody but nobody undersells (us)." This is nothing but pure razzle-dazzle or one-upmanship, if you will.

Smart consumers in the area are stockpiling food to take advantage of the unusually low prices. The big question in the industry: "How long will it last, the war can't go on forever?"

And although the consumers are taking advantage of the buyer's market condition, it is dangerous and can be disastrous as was the case with National Tea Company when they were forced to sell their Detroit division units because the situation then got out of hand.

Sure, in the short run, consumers are delighted, but what about the stability and steadiness of the long run situation? How long can the markets keep up the below-cost selling before someone or many are hurt, or forced out of business? You know what that means: the less competition the worse off consumers and our industry will be.

The time is here for retailers to review their operations, and for the industry to quit the razzle-dazzle in favor of price stability in this present inflationary period of ups and downs.



## Six New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food distribution association and service organization, representing nearly 2,100 members, wishes to welcome aboard six new supplier members to the association. Their names, addresses and phone numbers are as follows:

**FLINT SAUSAGE WORKS**, meat processor and sausage maker, 1517 St. John Street, P.O. Box 86, Flint, Mich. 48501; Phone (1) 239-3179.

**ANDREWS BROS. OF DETROIT**, produce distributors, 7201 W. Fort St., Detroit, Mich. 48209; Phone 841-7400.

**PAUL KAYE ASSOCIATES**, merchandise brokers, 17341 Wyoming Ave., Detroit, Mich. 48221; Phone 864-7000.

**L & L WINE AND LIQUOR CORP.**, distributors of various wines and liquors, 7600 Intervale, Detroit, Mich. 48238; Phone 491-2828.

**REGAL PACKING COMPANY**, meat packers and distributors, 1445 E. Kirby, Detroit, Mich. 48211; Phone 875-6777.

**BOB EVANS FARMS, INC.**, meat processor and distributor, 3776 S. High St., Columbus, Ohio; Phone (614) 491-2225.

These new members and all AFD supplier and service members deserve your support and patronage. Refer to the AFD Supplier's Directory on Page 19 often. In fact, clip it out of *The Food Dealer* magazine, and post near your phone.

## THE WAYNE SOAP COMPANY



**Growing Thru Giving  
Good Service**

**BUYERS OF BONES  
FAT, TALLOW &  
RESTAURANT GREASE**

842-6000

DETROIT, MICH. 48217

AFD Member

## Memo from Faygo

by  
**MORTON FEIGENSON**  
President



Consumer acceptance suggests to us that Faygo is now marketing the soft drink industry's best tasting sugar-free diet pop.

And, riding growing consumer preference, Faygo's diet soft drink sales over the past seven months have soared back to almost 90 per cent of pre-cyclamate ban levels.

Additionally, Faygo is proud that its new lineup of sugar-free flavors is favorably noted by Betty Brosius, Michigan Diabetes Assn. nutritionist, in the MICHIGAN DIABETES NEWS. When right for diabetics, "diet" pop is also right for serious weight watchers and all other calorie-conscious consumers.



Summed up, Faygo is at the point of being able to see some good flowing from the October, 1969, cyclamate ban.

For example, we are sure that had it not been for the ban Faygo today would not have a Product Research and Development staff three times larger than ever before in its history.

Headed by a team of graduate chemists, this group has already probed and is continuing to probe new dimensions of product creativity.

Moreover, except for the ban, Faygo might never have been motivated to seek out the advice and guidance of diet food authorities like Miss Brosius (shown above with Tom Ashley, Faygo Director of Product Research, Development and Quality Control, during a recent visit to Faygo's laboratories).

\* \* \* \* \*

**But Faygo is still not satisfied.**

True, we now market almost certainly the best tasting diet pop. However, our consumer research shows that nearly three of every 10 former diet pop drinkers "dropped out" of the market following the cyclamate ban, most of them because of the taste of the first post-ban formulated products.

So, the comeback of Faygo's diet pop sales to nearly 90 per cent of pre-ban levels seems translatable into either of these conclusions: 1) The dropouts represented only about 10 per cent of the total dietetic market, or 2) the market is now actually bigger than ever despite all the publicity given diet pop since the cyclamate ban.

In any event, Faygo market research also shows that the dropouts have not switched to standard sugar-sweetened pop and, therefore, must be attracted back to diet products.

Accordingly, we are determined to keep improving sugar-free flavors to where their taste is comparable to the taste of cyclamate-sweetened drinks. A realistic date for achieving this goal is early 1971, our chemists say.

Product Research and Development has never been a way of life at Faygo as it is now.

\* \* \* \* \*

## AFD PROGRAMS

(continued from page 5)

### APRIL

The Associated Food Dealers met with city, county and state health officials to begin work in establishing guidelines for sale of pesticides in food stores. The Chamber of Commerce and various chain retailers also were in attendance. Wilson-Sinclair holds press party to unveil its Festival line of luncheon meats. AFD vice-president Jerry (Dick Przybylski and his committee met to map out legislative goals of the year. Fisheries Council of the Great Lakes disputes

government claims on "poisoned fish."

AFD meets with Attorney General Frank Kelly to discuss new fair trade practices bill he was submitting to Legislature. Gov. William Milliken bans fishing in Lake St. Clair following mercury scare. SMI's Michael O'Conner addressed annual Agricultural Marketing Clinic at Michigan State University. Coca-Cola Bottling Company of Detroit increases the amount of deposit on returnable bottles from 2¢ to 5¢, to be followed by other companies later. DAGMR hosts Borman Foods executives.

### MAY

The AFD, along with the Chamber of Commerce, and government representatives, presented established guidelines for sale of pesticides, to be followed by notifying entire trade of the action. The AFD Bowling League held its Annual Awards Night at Parkside Recreation. Winning team was Gohs Inventory, according to League president Walt Dudek. Kowalski Sausage Company celebrated its 50th anniversary with a big dinner-dance, featuring the music of Sammy Kaye and his orchestra.

AFD's Ed Deeb appeared before the Grosse Pointe Park Businessmen's Association to relate the pro-

gress of the food industry, with an eye on things to come. Several association members attended the Annual Convention of Spartan Stores, Inc. in Grand Rapids. The association was guest on Mary Morgan's Consumer Program, WJR; and once again on June 16. The Michigan Food Trades Council met in Lansing to discuss food problems. Twin City Market was both robbed and burned down during the civil disturbances in River Rouge.

### JUNE

The Food Council of America was reactivated to launch a nutritional awareness campaign, with the AFD appointed as the liaison group for Michigan. Squirt-Detroit bottling announced it had acquired Kar-Nut Products. Many of the larger food chains and independent retailers began opening shorter hours for the summer, on June 8. Two weeks later, all stores went back to "normal hours" of 9 to 9. A wildcat Teamster strike went into effect against Allied, Great Scott, Spartan Stores and Grosse Pointe Foods.

AFD's Deeb appeared as a panelist on a consumer conference sponsored by the United Community Services arm of UF. At the same conference, Detroit Mayor Gribbs announced formation of a Consumer Advisory Council. AFD members attended the Michigan State Institute on Police-Community Relations at MSU. The pesticide guidelines referred to above were approved by all concerned. Met with representatives of retail stores and Fr. Cunningham to discuss Focus: Hope charges.

The annual Summertime Is Picnic Time section of *The Food Dealer* magazine began appearing. AFD President Weisberg indicated that operating costs would dictate retail trends, in his June column.

AFD member Ray Shoulders of Shoulders Market announced he would run for State Senator, as did Ted Mansour of Mansour's Markets, Flint for representative. The AFD urged Gov. Milliken to do something about the fraudulent

**Got A Gripe?**

**Or A Problem?**

**Then Call**

**THE PANIC LINE**

**566-2429**

**(313 IN DETROIT)**

**For Action!**

## KAPLAN'S Wholesale Food Service

- FROZEN FOODS
- KRAFT PRODUCTS
- CHEESE SPECIALTIES
- PILLSBURY BISCUITS
- BUTTER and OLEO
- EGGS
- SPARE RIBS
- BEEF SIDES and CUTS
- FRESH LOCAL PORK
- LUNCHMEATS & SAUSAGES
- SMOKED HAM and BACON
- SALT PORK
- CHITTERLINGS - HOG MAWS

### DAILY DELIVERY

Call us or stop in and pick your own!

**2630 Riopelle • Detroit • WO 1-6561**

(In the Eastern Market)



passing of ADC or welfare aid checks. The association also participated in Detroit Institute of Technology's Senior Class Picnic for inner-city children.

## JULY-AUGUST

**Operation Breadbasket** threatens a boycott against six Detroit area food chains. Another AFD member's store was destroyed, this time during an uprising in Highland Park. U.S. tells insurance firms to cover crime insurance as burglary, robbery, etc., at reasonable rates. Detroit-area milk price war subsides after markets had begun slashing prices. Fisheries Council of the Great Lakes said its members were irked over lack of government action on fish ban.

The AFD assisted in helping to make Children's Day at Wayne State University a success. Ditto true with Mother Waddles and her Perpetual Mission. State of Michigan approved plans to adopt five Monday holidays beginning in 1971. National Cash Register unveils an electronic cash register.

Chatham Super Markets begins unit-pricing program calling it "the Actuals;" later to be followed by Great Scott. The strike against Spartan Stores enters fourth week. Ed Deeb's column in *The Food Dealer* receives wide community attention, when he stated consumer groups should have more representation from businessmen. WJBK-TV agreed and even editorialized on the matter, commending the AFD for its stand.

The 85th annual convention of the National Association of Food Retailers was held at the Fontainebleau Hotel in Miami Beach. Industry critic Robert Choate blasts cereals as non-nutritive before U.S. Senate subcommittee, which receives immediate response from cereal firms and food industry. The annual Beverage Price Survey of the AFD appeared in its weekly newsletter, the *Food-A-Gram*.

## SEPTEMBER

AFD Bowling League begins its 1970-71 season. The AFD's 6th Annual Awards Banquet was held Sept. 17 at the new Royalty House, Warren. Edward Strobach, Samuel Bankler, John Zamiska and Bethel Thompson received distinguished service plaques; WWJ Radio, the Pontiac Press and WXYZ-TV received citations for distinguished reporting of food industry activities and events. The association also launched a new check verification service for members.

The Associated Food Dealers board of directors took a stand against legislation which would ban one-way beer and pop containers, as discriminatory and illegal. Dr. William Clextan was named the new Detroit Health Dept. director. AFD met with representatives of the Wayne County Nutrition Committee. The U.S. Dept of Agriculture, coordinator of the food stamp program, began issuing food stamps to striking GM workers.

## OCTOBER

Ward Foods announced it had acquired Detroit-based Superior Potato Chips. Don Bauman joined the staff of Great Scott super markets, following a stint as president of Super Food Services, Dayton. Gov. Milliken this month called the bottle ban in Lake County illegal. DAGMR holds its annual trade dinner, Oct. 12, at the Royalty House.

Allied converted its Packer stores to Wrigley units, dropped stamps and went discount, while slashing 5,000 prices on products. Stroh Brewery Company acquires Detroit Coca-Cola Bottling Co. An independent audit showed where the State of Michigan was losing \$500,000 annually on welfare check losses, validating the charges made by AFD earlier in the year. AFD met with members of the Junior League of Detroit to discuss possible plans for co-hosting a consumers conference.

## NOVEMBER

Food Industry Council of the Greater Detroit Chamber of Commerce, held a testimonial dinner honoring 27 food field veterans. AFD met with Detroit Mayor's Task Force on Malnutrition (of which Deeb was appointed a member). Michigan Consumer Alliance formulated its plans and by-laws at the University of Detroit, not allowing representatives of business to serve or become members. AFD appeared on WXYZ-TV to give industry's views on one-way containers.

Stroh's opens new can-making facility. Vernor's ups deposit on returnables from 2¢ to 5¢, joining Detroit Coca-Cola; followed later by Squirt-Detroit and Seven-Up. Silvercup Bakery, shut its doors after 68 years of service to Detroit area consumers. Howard Phillips of Kar-Nut Products, was elected the new president of DAGMR. City of Detroit councilman William Rogell seeks to ban one-way containers. The United Farm Workers begins a boycott against lettuce growers; the same group which started the grape boycott. AFD's executive director joined Fred Meijer of Meijer's, Inc., Grand Rapids, as industry guests of Dr. John Allen's food distribution class at MSU.

## DECEMBER

AFD representatives addressed the Current Topics Study Club of Birmingham, stressing importance of our industry and our problems. A & P Food Stores begins testing its Valueland Discount Stores in Michigan. Farmer Jack begins experimenting with credit card sales of food, in cooperation with its sister Yankee stores. United Dairies acquires Glacier Frozen Foods, from Quarton Corp.

AFD announces plans to co-sponsor a "Managing For Profit" seminar with MSU, Jan. 5-6. AFD officials William Bennett, Allen Verbrugge and Deeb met with officials of the Detroit Police, including Commissioner John Nichols, on rising crimes involving merchants.

## THE PRESIDENT'S CORNER

# Industry Unity — Still Primary AFD Goal

By HARVEY L. WEISBERG

There have been many issues and programs with which we of the Associated Food Dealers have been especially involved during my two-year term of office. Obviously, however, we do not have the space to review them all here.

Instead, I prefer to take this opportunity to re-emphasize one of my primary objectives since my election with the hope that the AFD will continue to spearhead the drive to achieve it, and that being industry unity.

Food industry unity has been one of my major goals. Efforts have been made to work out programs of mutual cooperation between the AFD and organizations such as the Detroit Association of Grocery Manufacturers' Representatives, the Detroit Food Brokers Association, and the Food Council of the Detroit Chamber of Commerce. Here are some examples of the programs which must be carried forward to help create a more unified industry effort and voice.



WEISBERG

1—To provide an opportunity for dialogue between various segments of our industry and the consumer so that the general public can get more consumer information to help them better understand issues such as rising food costs, unit pricing, open dating, sanitation, non-returnable containers, truth-in-packaging, etc.

2—Specific public relations and career programs to publicize the need for more and better qualified people in the food industry, and the excellent benefits and opportunities for advancement. Continued efforts are also needed to shorten the work week and take other steps to improve and make working conditions more attractive to young people looking for careers.

3—Educational courses and materials available through the cooperation with the universities of our state to supplement on-the-job experience and help people in our industry keep pace with numerous and complex changes taking place in our industry and all around us.

4—Community programs with other associations and groups in cooperation with the police departments and other governmental agencies, to help prevent and reduce crimes and other problems and improve our society for the benefit of suppliers, manufacturers, retailers and consumers. As conscientious businessmen, we must become more aware of our social and political problems and more involved in trying to help solve them.

5—Cooperative research and dialogue on food sanitation and purity of products such as meat, poultry, seafood, baked goods, drugs, etc., to assure that the interests of growers, packers, shippers, equipment manufacturers, retailers and consumers are all taken into consideration and reasonable laws and regulations are enacted to provide the safety required for the public.

I did not go into specific detail here in referring to the above programs, because I have done this in the various columns I've written in *The Food Dealer*, and in my comments at our board or trade meetings. Suffice it to say that some of the programs are beyond the "conversation" stage and are in the "action" stage. This is because those of us who had the privilege of working together took the necessary time to be involved in: (1) our industry, (2) our association, and (3) the community in which we work or do business.

In concluding my thoughts, I want to say that it has certainly been an honor and a privilege for me to serve as president of the Associated Food Dealers. The responsibility has enabled me to learn more about the many problems confronting our industry and to understand a little more what we must all do in cooperation to solve them.

I wish to thank the officers, directors and all members for their consistent support on the projects I introduced and/or maintained. In addition, I wish to thank Ed Deeb and the AFD office staff and Lavahn Loveridge, my own secretary, for their cooperation. Whatever success I achieved would have been impossible without their help.

I also am happy to see the fine group of officers and directors who were elected at our last meeting to work with president-elect William Bennett of Quik-Pik. Bill has been a hard worker and proven leader, and we should give him the help and cooperation he will need to keep the AFD forging ahead as one of the leading associations of our nation's food industry.



**BIG on FLAVOR! — BIG on VALUE!  
BIG on FRESHNESS!**

**TIP TOP BAKERS**

IN FLAVORGUARD OLEPHANE WRAPPER

3600 TOLEDO

SUSTAINING MEMBER

Phone TA 5-6470

# SEASON'S GREETINGS

From These Fine

## 1970 Advertisers in THE FOOD DEALER Magazine

Air India  
American Bakeries  
Aunt Jane's  
Anheuser-Busch, Inc.  
Archway Cookies  
Associated Brewing Company  
Atlantic Saw Service Co.  
Awrey Bakeries, Inc.  
Better Made Potato Chips  
Blue Cross-Blue Shield  
Canada Dry Corp.  
Clark Equipment Company  
Coca-Cola Company  
Comp-U-Check  
Continental Baking Co.  
Continental Food Brokerage  
Steve Conn & Associates  
Crosse & Blackwell  
Darling & Company  
Del Monte Corporation  
Detroit Bank & Trust Co.  
Detroit Food Brokers Assn.  
Detroit Free Press  
Detroit News  
Detroit Rendering Co.  
Peter Eckrich & Sons  
Fairmont Foods  
Farm Crest Bakeries  
Farm Maid Dairy  
Faygo Beverage Company  
Frank Tea & Spice Co.  
Frito-Lay, Inc.  
Globe Slicing Company  
Gohs Inventory Service  
Grocers Baking Company  
Grocers Dairy Company  
Gulliver's Travel Agency  
Guzzardo Wholesale Meats

Hamm's Beer  
Hamtown Foods Company  
Herrud & Company  
Hobart Manufacturing Co.  
Holden Red Stamps  
Home Juice Company  
Hussmann Refrigeration  
Paul Inman Associates  
Interstate Marketing Corp.  
Kaplan's Whlse. Food Service  
Kar-Nut Products Co.  
Keene Pittsburgh-Erie  
George Keil Associates  
The Kellogg Company  
Koepplinger's Bakery, Inc.  
Kowalski Sausage Co.  
L & H Wood Mfg. Co.  
Land O'Lakes  
Lepire Paper & Twine  
Liberty Paper Company  
Magnuson Food Products  
Mario Food Products  
Marks & Goergens  
McMahon & McDonald  
Melody Dairy Company  
Michigan Hospital Service  
Michigan Made Sugar  
Michigan Potato Industry Council  
Michigan Wineries  
Midwest Refrigeration  
Mutual of Omaha  
National Biscuit Company  
National Brewing Company  
The Nestle Company  
Northland Food Brokers  
Pepsi-Cola Company  
Peterson & Vaughan, Inc.  
Peter's Sausage Company

P. F. Pfeister Company  
S. S. Pierce Company  
Pitts Packing Company  
Prince Macaroni of Michigan  
Procter & Gamble  
Red Pelican Food Pds.  
Reynolds Metals Co.  
RGIS Inventory Service  
Rose Exterminator Co.  
Fred Sanders Company  
Schafer Bakeries  
Schmidt Noodle Company  
Sealtest Foods  
Specialty Foods Company  
Squirt-Detroit Bottling Co.  
Stroh Brewery Company  
Super Pet Supplies  
Superior Potato Chips  
Sylvania Electric Company  
James K. Tamakian Co.  
Taystee Bread  
Tip Top Bread  
Toledo Scales & Systems  
Variety Nut & Date Co.  
United Dairies, Inc.  
United of Omaha  
Ward Foods  
Wayneco Wholesale Co.  
Wayne Soap Company  
WCHB Radio  
Wesley's Quaker Maid  
White Star Dairy  
Ira Wilson & Sons  
Wilson-Sinclair  
Abner A. Wolf, Inc.  
Wonder Bread  
WPON Radio

*And all AFD Member Firms — See Directory, Page 19*

## Associated Food Dealers — The Food Dealer

*"Michigan's Largest and Leading Food Association"*

## THE BELL RINGER

# A Truism: Detroiters Pay Less For Food!

By ALEX BELL

We will start this one with a quote from *Supermarket News* of Nov. 9 in an article written by Stuart Hanger, on the current price war in Detroit:

"The last time Detroit saw such a war was 10 years ago, when National Tea Co. went discount and created its Big D Division. The chain no longer competes in this area, having disposed of its 68 markets and a warehouse to several firms in 1966."

We wonder if lightning can strike twice in the same town? Hmmm?



BELL

The situation in Detroit as of now: your prices are too high, if your retail is six percent under cost!

Now we will throw out something for our readers to think about. Is this the time to try and pass legislation to ban below-cost selling with several other things in the bill, such as no limits and no gimmicks? Or, should the industry clean itself up before we get legislation that is restrictive?

We are 100% behind a below-cost bill and if you, dear reader, think likewise, we would suggest that you get calls or letters into the association headquarters: 434 W. Eight Mile, Detroit, Mich. 48220; or phone (313) 542-9550. Let your officers know how you feel about it. Don't sit on your fanny and let George do it. Do it yourself, and do it now!

Time for a little levity: Jerry Yono our newest director of Imperial Quality Market, tells us that it is not the high cost of living, but rather the cost of high living that causes inflation.

We will donate this one: Too much Ralph Nader may be hazardous to your health.

Don LaRose of Food Giant tells us that when he went to high school, sex was the only subject that he was farthest back in, and in the shortest time made the most improvement.

Definition of Eternity: "The time spent in a restaurant after the waiter says 'I'll be with you in a minute'."

According to Eddie Acho, AFD's Treasurer, the shortest distance between a guy and a broad is a good line. Talking about Eddie, when Harvey Weis-

berg used the word "catharsis" at a recent meeting, it took us about five minutes to explain it to Eddie. Please Harvey, don't ever use "aphrodisiac" or it will take all night to explain that one!

We wonder if we will all be poor and destitute when we are taxed more to help the poor and destitute. Yes, Eddie, this is a play on words. (Edeeb-note: Al, quit picking on Eddie, will you.)

A gal walked into our emporium t'other day and said: "How do your chicken breasts come, one on each side?" It really happened, honest.

Looks like Charlie Manos the new columnist at The News is going to be okay, but Charles, lay off the old jokes, such as the "mistress bit" you pulled. Get with it baby. For some new material, see Ole Acey.

Caustic Comment: Well, well, we see that the Farmer has moved the City of Warren out of the State of Michigan. We quote verbatim from a hand-

## DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

1923 Frederick • Detroit

571-2500

"First We Render Service"

AFD MEMBER



bill for the opening of the F.J. new home center at Ten Mile and Hoover:

FARMER JACK'S DISCOUNT HOME CENTER IS THE ONLY STORE IN THE STATE WHERE YOU CAN CHARGE FOOD.

They used a lot of bold type too! When did Farmer Jack become the **only** store in the state where you could charge food? We know of many, many food stores that have charge accounts in the state. That is why we say the Farmer has moved Warren out of the state. How is that for misrepresentation and what state is Warren in? We think the state of confusion, after that ad.

\* \* \*

The readers are writing again. A letter from our old friend Sol Shaye in Miami admits he is older than 49. Sol, if it is possible, we will be in Miami for the next one too.

\* \* \*

Also, a letter from Bill Hagenmeyer of International Multifoods. Bill, we were in the Food Industry Committee when it started way back in the early 1900s with Louie Shamie, Abner Wolf, Martin Bonkavich and quite a few others including Sol and Max Shaye. Long before it became part of the Chamber of Commerce. So Bill, we go back a few years. We are going to quote part of his letter here because I think it is something that may fall on fertile fields:

"For almost forty years, Detroit consumers have enjoyed the lowest mark-up between producers and consumer of any major city in the U.S. These are facts and the statistics are available, but how to get them to the housewife — who looks at her bill which now includes cosmetics, kitchen gadgets, hardware, soft drinks, beer, wine and cigarets — plus the fact they are buying convenience foods because most women are working today and the ease of preparation means a great deal to them.

The truth must be told to the public somehow, then they would no longer think that the chains and/or individual food retailers are making any money. You know I am sure, as I do, that the food dealers are losing money, not making it."

\* \* \*

Solidarity should not be the exclusive property of the UAW. We think it is time the food industry showed a lot of that solidarity on this one. The AFD has been doing a helluva job, but we need the help of everyone, every company, and every group. Thanks for taking the time to write, Sol and Bill.

\* \* \*

The gal that started Weight Watchers is sure living off the fat of the land, if you'll pardon the pun.

\* \* \*

Note to Sol Shaye: What do you mean in your letter in the closing sentence, and I quote: "with kindest regards to your so much better half"? You must mean our first wife, and if she keeps hearing

this kind of stuff, she may want an increase in her allowance.

\* \* \*

Our first wife come up with this one: Anniversaries are like a bottle of beer — after you have had a few you don't bother to count them.

\* \* \*

We understand that a large broker recently had a meeting for his salesmen, and unveiled a new incentive plan: every salesman who made his quota got to keep his job.

\* \* \*

A good friend (?) asked our first wife how she had managed to stay married to your's truly for 33 years. She replied, "Oh, I cry a little and laugh a lot. It all helps."

\* \* \*

Big Food Trade Dinner Coming up, when the Associated Food Dealers celebrates:

TIME: 16 February, 1971 at 6:30 p.m.

PLACE: Raleigh House

EVENT: 55th Anniversary Party

We plan on seeing you there for the big social event of the year for the state's food industry.

\* \* \*

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

"Best Wishes for  
a Prosperous  
and Happy New Year"

from



## Around the Town

Hani Sarafa, a former senior mechanical engineer with Ford Motor Company who holds a master's degree, has decided to go into the grocery business, by joining his brother, Essam Sarafa, at Trade Fair Market, an AFD member.

\* \* \*

Stroh Brewery Company, an AFD member, has announced the appointment of Laurence Bleach as director of the firm's newly-created community relations department, according to an announcement by Peter W. Stroh.

\* \* \*

Kroger Company has named Gerald Schular, formerly in the personnel department, as an assistant grocery buyer, and Tom Shurtleff, former store manager, grocery merchandiser, according to an announcement by N.A. "Mike" Sawall, head of the firm's Detroit division. Ellis Trip, formerly of the Chicago division, has been appointed produce merchandiser.

\* \* \*

McMahon & McDonald, an AFD broker member, has announced its move into new and larger headquarters. The firm's new address is 23943 Industrial Park Drive, Farmington, 48024. The new phone is

(313) 477-7182. The announcement was made by the firm's president, Doug McDonald.

\* \* \*

Hamady Bros. Food Markets, an AFD member, has named Sanford W. Morris to the position of methods and systems engineer, according to an announcement by president Robert L. Hamady. Morris was formerly a methods analyst for Allied Supermarkets in Detroit.

\* \* \*

Squirt-Detroit, and Seven-Up bottling companies have joined other bottlers in increasing the deposit fee on returnable bottles from 2¢ to 5¢, and to 10¢ on the large bottles. Vernors and Coca-Cola had announced the move earlier.

\* \* \*

Farmer Jack, in cooperation with Yankee Stores, both divisions of Borman Stores, Inc., began offering customers the choice of credit card purchasing at its home centers, one on Ten Mile and Hoover, Warren, and Harper and Sixteen Mile, St. Clair Shores.

\* \* \*

United Dairies, an AFD member, has acquired the Glacier frozen foods division of Quarton Corporation, it has been announced by Al Weiss, president of United. Sam Goldstein, will continue in his position as general manager.

\* \* \*

Leo Mintz of Shamie Publications informed The Food Dealer that Ted Shamie, former head of the firm's New York paper, has been free-lancing and visiting Detroit more regularly since the paper was closed, over a year ago. The firm also closed its Chicago paper, sold its New England paper and merged its Ohio and Michigan papers, making one newspaper in operation at the present time.

\* \* \*

The recent meeting held to adopt the Constitution incorporating the new Michigan Consumers Alliance, was interesting to say the least. And the group is definitely against the businessman, as a discriminatory clause explains rather explicitly. AFD's Ed Deeb tried to have the clause eliminated, but the move was handily defeated.

It is interesting to note that two public officials were quite active in helping to start the Alliance, and even helped write its Constitution. They were Dianne McKaig, director of the Michigan Consumers Council; and Diane Place, Detroit liaison of the Food and Drug Administration, according to Esther Shapiro of the Michigan Credit Union League.

\* \* \*

Congratulations to AFD trustee Ray Martyniak of Ray's Prime Meats in Trenton and Southgate for the outstanding meat demonstration he gave at the recent NARGUS seminar in Chicago. Also attending from Michigan, was MSU's Ron Beech.



**BIG  
PROFIT  
CHAMP**

Big in every way.

CASH IN!  
Call 826-5030

**Peters SAUSAGE COMPANY**

*these two  
outstanding  
plans of health  
insurance  
protection . . .*

*are available to  
you as a member  
of the  
Associated  
Food Dealers*

## ■ INCOME PROTECTION

**Provides financial security when you're disabled.**

### **PAYS YOU UP TO \$500.00 A MONTH**

when you're sick or hurt and can't work. This is TAX-FREE CASH for you to spend entirely as you wish—for food, clothing, your home or for other living expenses. Monthly "paychecks" can even be used to help pay extra hospital and doctor bills that accompany a serious disability.

Your Income Protection Plan covers you in or out of the hospital, on or off the job. It provides coverage for mental disorders on the same basis as any other sickness, pays lump-sum benefits for the loss of eyesight, hearing or limbs, and provides \$1,000.00 for accidental loss of life.

## ■ LIFE INSURANCE PROTECTION

**Gives your family the future financial security they need.**

### **PROVIDES UP TO \$20,000.00**

in life insurance coverage for you plus up to \$3,000.00 for your wife and \$1,500.00 for each child. This plan is the ideal way to supplement your present life insurance estate or, it can serve as a foundation upon which you can build a comprehensive life insurance program.

Both of these fine insurance plans are available to you at low cost. Thanks to the mass purchasing power of the Associated Food Dealers of Greater Detroit, you can have this protection at a price below what you would pay for the same coverage purchased on an individual basis.

For more complete details on these two outstanding plans of personal insurance protection, fill out the coupon below and mail it today.

UNDERWRITTEN BY



Life Insurance Affiliate: United of Omaha

MUTUAL OF OMAHA INSURANCE COMPANY  
HOME OFFICE: OMAHA, NEBRASKA

Associated Food Dealers Insurance Plan  
Association Group Department  
434 W. Eight Mile Rd.  
Detroit, Michigan 48220

Please RUSH to me FREE information on the Plans of Income Protection and Life Insurance available to me as a member of the Associated Food Dealers.

Name \_\_\_\_\_ Age \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

# Merchandising

**P. F. Pfeister Company**, an AFD member, has added **Arthur Perdue** and **J. Leo Bainter** to its sales staff, according to announcement by **E. V. Budd**, president of the firm.

\* \* \*

**Peschke Sausage Company**, an AFD member, has announced the appointment of **John Cutshaw** as vice-president of production and sales; **Truman Cerney** to vice-president of the smoked meats division; and **William Larson** to director of sales of all Peschke divisions. The firm is scheduled to open its second new meat processing plant in January.

\* \* \*

**Faygo Beverages**, an AFD member, has announced the appointment of **Tom E. Ashley** to head the firm's newly created post of director of product research, development and quality control. Ashley comes to Faygo from General Foods' Battle Creek division.

\* \* \*

**Food Marketers**, an AFD broker member, has announced the appointment of four retail merchandisers to its staff. They are: **Daniel Kruse**, formerly with Beechnut; **George Thompson**, formerly with Charles Gauss Co.; **Carmen Gandolfo**, formerly with Miller Chrome; and **John Miller**, formerly with a Detroit radio station.

\* \* \*

**Peter Eckrich and Sons**, an AFD member, has announced the appointment of **Ralph E. Akerros** as a special account sales supervisor for the Detroit area, according to **Jack Harland**, Michigan regional sales manager.

\* \* \*

**Sullivan Sales**, an AFD member, has been appointed broker for Michigan, Ohio, and Indiana for **Brownberry Ovens**, baker of desserts, stuffing and croutons.

## Membership in AFD

**Means More Action, Results!**

## Invitation to Manufacturers, Brokers

All manufacturers and brokers are cordially invited to submit new products and merchandising ideas for publication in *The Food Dealer*. And remember, low cost, hard-hitting advertising in *The Food Dealer* reaches your important Michigan independent grocers, food chains, and beverage store operators. For advertising information and rates, phone (313) 542-9550.



A **LANDSLIDE OF MAIL** entries is surveyed by **James Hall**, executive vice-president of the East Michigan Tourist Association. The entries, received in a recent statewide sweepstakes promotion sponsored by **Peet Packing Company**, an AFD member, totaled nearly 18,000.



A **TRUE GRIT** promotion to honor the Detroit Lion showing the "most dogged persistence" during the 1970 season is being held by **Theodore Hamm Brewing Company**. At the announcement and pictured above, were from left, **Bob Reynolds** WJR radio sportscaster, the Lions' **Bill Munson**, and **Frank Brewer**, regional sales manager for Hamm's.

**Acme Detroit Food Brokerage**, also an AFD member, has been appointed representative for the new **Tuffaway** disposable aprons, being used by many food stores, according to its maker, **International Paper Co.**

\* \* \*

**Harry E. Mayers Associates**, an AFD member, has been appointed broker for **Patrick Cudahy Inc.**, Wisconsin-based meat processor. **Ray Measel**, area Cudahy representative, will continue in his present capacity, according to **Frank Napoli**, the firm's sales manager.



## FDA Reports MSG 'Safe'

A controversy over the safety of monosodium glutamate has ended with a determination by the nation's highest scientific body that the widely used food flavor enhancer, known as MSG, is safe for human consumption. The Food and Drug administration announced the clean bill of health for MSG after an extended study of current and past research undertaken at FDA's request by the National Academy of sciences. The final report cleared MSG from any restrictions.

## Wyer Cites Food Marketers

Because more than one million dollars worth of Wyer Foods' soups, drink mixes and other products were sold in metro Detroit during 1970, Wyer Foods has presented its brokerage, Food Marketers, an AFD Member, with its Million Dollar Club Award. On hand for the ceremonies were Wyer president, Herbert Southwell, and Food Marketers' Travis and James Scoggin, chairman and president respectively.

## Youth Wins IGA Scholarship

Alan L. Bohil, of St. John's Mich., has been awarded IGA's Glenn Curtis Memorial Scholarship for the 1970-71 school year. Bohil, began his studies this fall in the food marketing management program at Michigan State University, where the scholarship is administered. The grant amounted to \$1,500.

## Pierce Names Specialty Foods

The S.S. Pierce Company, distributor of a full line of quality food products, has announced the appointment of Specialty Foods Company, an AFD member, as its Michigan distributor, effective immediately, according to Chester Kowalski, Specialty Foods president. Broker for the line is DeCrick & Maurer, Inc., an AFD member.

## NAFR Resolutions

(continued from page 3)

4—**Off-Label Packaging**—Whereas consumers have publicly expressed confusion and misunderstanding of cents-off-label packaging and promotions; and Whereas some of the manufacturer promotions include a coupon inside the package which becomes somewhat misleading; and Whereas the procedure mentioned above involves problems of price-marking at the store-level; and Whereas in some cases the amount of product which can be purchased by the retailer is limited by manufacturers, placing many retailers at a price disadvantage, particularly smaller merchants; be it resolved that the National Association of Food Retailers be opposed to this type of cents-off-label promotions to help eliminate consumer confusion; and that NAFR inform manufacturers of our position.

—NATIONAL ASSOCIATION  
OF FOOD RETAILERS

## **New AFD Check Verification Service A Real Money-Saver For Retailers!**

Ed Acho, owner of J-A Market on West Vernor in Detroit, who uses the effective and inexpensive check verification service has this to say to non-users: "During the first three weeks, I saved over \$400 by not cashing fraudulent or bad checks. Without the AFD Check Service, I could not have done this. Take a tip from Ed Acho, and save yourself some money too!"

*Another Service of*

## **ASSOCIATED FOOD DEALERS**

*Call or Write your Association Today!*

**434 W. Eight Mile Rd. • Detroit, Mich. 48220 • Phone (313) 542-9550**

## TAX TOPICS

# Helpful 1970 Tax Tips For Businessmen

By MOE R. MILLER  
Accountant and Tax Attorney

Taxes in 1971 will generally be lower than in 1970 for most taxpayers and will be substantially lower for special classes of taxpayers. This type of situation generally favors a shifting of income and gain from '70 to '71, where possible, to bring them under lower 1971 taxes.

The general goal is to shift income into '71 because everyone will save at least 2½ percent surcharge of '70, plus potential savings due to higher standard deductions and personal exemptions and lower tax rates for single persons and heads of household.

With the cost of money ranging from 8 percent to 12 percent interest, deferring the outlay of



MILLER

money for taxes has a definite dollars and cents value. It may thus pay to try to shift income to 1971 even if that produces no tax savings.

Higher bracket businessmen, professional men, entertainers, athletes, etc., will benefit from a new tax ceiling that will cut off their top rate tax on earned income at 60 percent in 1971 and 50 percent in following years. For other than earned income, the rate schedule will still go up to a top 70 percent tax rate.

Here is a summary of the major changes that will apply in 1971:

1—Many single persons and heads of household with taxable income in the \$4,000 to \$44,000 taxable income class will receive relatively sharp tax rate cuts next year.

2—The 2½ percent surcharge will be dropped commencing with the year 1971.

3—Income averaging can cut taxes on unusually large amounts of income in 1970 or 1971 or who are in a position to pyramid substantial amounts of income into one or the other year, must consider the effect of the "income averaging" rules. The 1969 Tax Reform Act changed the base over which income averaging is allowed from 133 percent of the average base period income to only 120 percent of the average base period income.

4—Standard deductions (percentage standard deductions) will go up from 10 percent of adjusted gross income and a \$1,000 ceiling to 13 percent of adjusted gross income with a \$1,500 ceiling.

5—All personal and dependency exemptions will go up from \$625 per dependent to \$650 per dependent.

6—60 percent to 50 percent ceiling tax rates on earned income in post 1970 years adds new planning factor.

7—Capital gains ceiling on long-term capital gains over \$50,000 will go up from 29½ percent to 32½ percent in 1971. Corporate tax rates for 1970 and 1971 are the same except that for calendar year corporations the surcharge is 2½ percent for 1970 and there is no surcharge for 1971.

## 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.

## The Test Of Time . . .

88 Years  
Of  
Successful  
Service



To Slaughter Houses, Wholesale &  
Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

## Darling & Company

3350 Greenfield Road  
WA 8-7400  
Melvindale, Michigan

P. O. Box 329  
Main Post Office  
Dearborn, Michigan

ALLIED MEMBER

# Support These AFD Supplier Members

## ACCOUNTING, INSURANCE

Brink, Earl B. (Insurance)	358-4000
Gohs, Inventory Service	VE 8-4767
Heemer, Klein, Grainer & Lamb	754-3030
J & S Inventory Service	924-7070
Mid-America Associates	352-8410
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
Koepfingler's Bakery, Inc.	JO 4-5737
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
L & L Wine Corp.	491-2828
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 Huetteman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corp.	341-5905
Paul Kaye Associates	864-7000
George Keil Associates	273-4400
Edward L. Kuester & Co.	928-7117
Charles Mascari & Associates	585-6145
Harry E. Meyers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	DI 1-8080
Northland Food Brokers	342-4330
Peppler & Vibbert	838-6768
Perraut, 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
James K. Tamakian Co.	352-3500
Ned Weitzman Associates	272-3700

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

Andrews Bros. of Detroit	841-7400
Badalament (bananas)	963-0746
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
-----------------------	----------

## 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

AAA Meat Buying Service	382-7700
Alexander Provision Co.	961-6061
Cadillac Packing Co.	961-6262
Crown Packing Co.	TE 2-2900
Detroit Veal & Lamb, Inc.	962-8444
Bob Evans Farms, Inc.	(614) 491-2225
Feldman Brothers	WO 3-2291
Flint Sausage Works (Salays)	(1) 239-3179
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
L. K. L. Packing Co., Inc.	TE 2-1500

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
Regal Packing Co.	875-6777
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
Louis Stephen Company (Printers)	371-5670

## 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
----------------------	----------

## 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
Square Deal Heating & Cooling	WA 1-2345

## WHOLESALE, FOOD DISTRIBUTORS

Central Grocery Company	(1) 235-0605
Glacier Frozen Foods	864-9005
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
Abner A. Wolf, Inc.	584-0400

**THE FOOD DEALER**

434 West Eight Mile Rd.  
Detroit, Mich. 48220

**BULK RATE  
U. S. POSTAGE  
PAID  
Detroit, Mich.  
PERMIT No. 4475**

Return Requested



## ***AFD Coming Events***

Feb. 14-20, 1971 — "Grocers Week in Michigan," AFD's highly successful statewide promotion in behalf of Michigan's food merchants and food industry. Mark your calendar so your store or company will plan to tie-in with this big event.

Feb. 16, 1971 — AFD's Annual Food Trade Dinner and installation of officers to be held at the Raleigh House, Southfield. This is the highlight of Grocers Week and the industry's big social event of the year. (Companies interested in sponsoring portions of the banquet, or placing an advertisement in the program issue of The Food Dealer magazine, are invited to contact the association.)

## **ASSOCIATED FOOD DEALERS**

**"Michigan's Action Retail Food Association"**

**434 W. Eight Mile Rd. • Detroit, Mich. 48220 • Phone (313) 542-9550**