

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

JULY, 1970



Eat the basic 4 foods every day.



Nutrition Campaign Ready

A massive nutritional awareness campaign is set to be launched this September and October by the AFD in conjunction with the Food Council of America, stressing the four basic food groups: fruits and vegetables; milk and dairy foods; meat, poultry, fish and other protein; and breads and cereals.

—See Story, Page 10

Love comes in all sizes.



From one beer lover to another.

THE STROH BREWERY COMPANY, DETROIT, MICHIGAN 48226



THE NEWEST Quik-Pik Food Store, above, located at 21558 Dequindre, near Eight Mile Rd., is the 22nd unit of the active Detroit-based convenient store chain.

Quik-Pik Opens 22nd Unit; Will Open 7 More Soon

Quik-Pik Food Stores, an AFD member, recently opened its 22nd unit on Dequindre in Warren. The firm plans to open five more stores in September and two more in October, according to William Bennett, executive vice-president and general manager of the convenient store chain.

The new stores, presently under construction, will be located in Utica, Waterford Twp., Ypsilanti, Romulus, Southgate, Clinton Twp. and Detroit, Bennett told *The Food Dealer*.

Detroit Milk War Subsides

Detroit area milk prices are back to normal, following a week of drastic reductions and cut-throating, Associated Food Dealers price surveys show. Supermarket operators had slashed the price of milk 6¢ per half-gallon and a dime per gallon on the average for milk in cartons.

For the most part, prices were lowered at most food chains, drug stores, gas stations, variety stores and party stores to 49¢ per half-gallon and 93¢ a gallon. Farmer Jack ran newspaper ads boasting of a 29¢ per half-gallon price for milk in containers. Allied Supermarkets advertised milk at three half-gallons for \$1.



RIBBON CUTTING — Warren city attorney Sherman Faunce, second from left, representing the Mayor, is about to cut the ribbon marking the official opening of the newest Quik-Pik store. Looking on, from left, Joseph Leschingski, Quik-Pik zone manager; Faunce; William Bennett, Quik-Pik general manager, and a vice-president of the Associated Food Dealers; and Charles L. Wilson, Jr., president of the firm.

Fish Distributors Irked Over Lack of Government Action

Lack of action and indecisiveness are the main reasons for the sad condition of Michigan's fish industry, according to the Fisheries Council of the Great Lakes (FCGL).

"Now more than ever, the state's fishing industry and fish distributors need help," according to Art Salasnek, president of the FCGL. "Suits and counter suits have stalled any favorable action in Michigan, while federal officials refuse to come out and declare the fish 'officially' safe," he said.

The irony of the entire situation, Salesnek continued, is that there have been "no illnesses or deaths reported" by the mercury contamination scare, and yet government refuses to take positive action in behalf of fish in the Great Lakes.

He said the council is planning a massive public relations and education program informing consumers that Michigan fish is safe to eat and fully inspected.

Price of milk in most stores are back to normal, or equal to those prior to the cut-throating period, 55¢ per half-gallon carton and \$1.03 per gallon.

THE FOOD DEALER

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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:

I want to thank the Associated Food Dealers for its interest and help in making the Wayne State University Children's Day a success. We were happy with the support we received, especially with such short notice. One company contributed 10,000 hot dogs and buns and this seemed to spur many other companies to give their products.

Mrs. Henry M. Woodhouse
President
Junior League of Detroit

I wish to thank the Associated Food Dealers for your very kind contribution of bulk food to our Perpetual Mission. This food was given to needy Detroit area residents who experienced temporary food shortages. We need more of this kind of active participation in helping the disadvantaged. Thanks so much.

Rev. Mother Charleszetta Waddles
Perpetual Mission
Detroit

The 1970 President's Day is now history, and the comments—both written and verbal—indicated that the program was a great success, with much praise for the participants, and the manner they presented information. We want the members of the Associated Food Dealers to know how much we appreciated the role Ed Deeb played in the conference—not only during, but prior to it, when we were in the final stages of planning. His interest, comments and suggestions were invaluable.

Mrs. Gordon (Jane) Knight
Director, Women's Committee
United Community Services

Affiliated with the
NATIONAL ASSOCIATION OF
INDEPENDENT FOOD RETAILERS
Michael Giancotti, President

The AFD Is The Largest and Most
Active Food Trade Association
in Michigan.
Are You On The Team?
If Not, Phone 542-9550

I read recently in one of the Detroit newspapers that it is quite possible many of the supermarkets in Detroit and members of your association may close one full day per week. I do hope that Sunday will be the day chosen as I have always felt that there is no need for food stores to be open on that day.

In the last five years, I have shopped but once on Sunday and that only because a friend asked me to take an item to her uncle in a nursing home, and I did not have it on hand. I absolutely refuse to shop on Sunday.

I do often shop on Monday, however. My usual custom is to shop about twice a week and if I go Friday, by Monday, I have need to shop again. I would not like to see the stores closed on Monday. I feel Sunday has been the day of rest and recreation in our land for so many years, that there is no need to do but the most urgent of business on that day.

Please count this as a definite vote for Sunday closing!

Mrs. Florence R. Paschke
Consumer, Detroit

Upon reading an article in *The Detroit News* recently relative to many of your members possibly closing markets on Mondays or Sundays, I wish to voice my opinion and I am strongly in favor of closing on Sundays.

Sunday to me is a Holy Day and a day for rest. If and when day of closing is made law, I hope all stores and markets will be made to obey it. I hope what happened before will not happen again, that is, one certain market not going along with the experiment to close early weekdays recently.

Good luck to the Association on this project and may the best day win.

Miss Roxy Stonebraker
Consumer, Detroit

Six New Supplier Members Join AFD

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

CENTRAL GROCERY COMPANY, retailer-owned cooperative wholesale grocer, G-3367 Corunna Rd., Flint, Mich. 48504; phone (313) 235-0605.

PERRAULT, RICKER, ROONEY & CO., food broker and manufacturer's representative with offices in Grand Rapids and Detroit, 13114 Puritan Ave., Detroit, Mich. 48227; phone 341-9033.

RED PELICAN FOOD PRODUCTS, manufacturer and distributor of various food condiments, 5650 St. Jean, Detroit, Mich. 48213; phone 921-2500.

L. F. ROTHSCHILD & COMPANY, stock brokerage company headquartered in New York City, 99 William St., New York, N.Y. 10038; phone (212) 425-3300.

VELVET FOOD PRODUCTS, INC., manufacturer and distributor of peanut butter and other food products, 30111 Schoolcraft, Livonia, Mich. 48150; phone 937-0600.

NED WEITZMAN ASSOCIATES, food broker and

Around the Town

The AFD wishes to congratulate director **J. Omer Gagne** of **People's Food Markets**, Pontiac, on his recent election as president of the Pontiac **Lions Club**. He will be attending the big Lions convention in Atlantic City as part of his duties.

* * *

Speaking of Lions Clubs, another AFD director, **Tom Violante** of **Holiday Food Center**, Royal Oak, was recently cited by the Royal Oak Lions Club for helping raise over \$2,000. Tom has been donating money from alternate packages of customer coupons to the organization.

* * *

The appointment of **John L. Pagliaro** as vice-president of store operations for **Chatham Super Markets**, an AFD member, has been announced by president Bernard Weisberg.

* * *

The Associated Food Dealers extends its thanks to **Chuck Sheppard**, operator of **EAT, Inc.**, radio program for featuring the state's food industry on his hour-long show last month on station WIID radio.

* * *

The Associated Food Dealers also wishes to thank the **Earl Brink Agency** and **Mutual of Omaha** for providing us with the attractive new decals. If any merchant or supplier member desires more door, truck or cash register decals call the AFD office (313) 542-9550.

* * *

Allen's Super Markets, an AFD member, has announced the new opening of Allen's third new supermarket, on Eight Mile and Wyoming, according to **Lafayette Allen Sr.** The family operates food stores, drug stores and cleaning establishment in the Inkster and Ypsilanti areas.

* * *

Sam Amato has remodeled and newly opened an attractive beverage store and superette on Mack Ave. and Moross in Grosse Pointe. The AFD-member store, **Mr. A's Party Shoppe**, is also co-owned by brother, Joe Amato, brother-in-law of another AFD member, **Carlo Ugval** of Nino's Super Market.

* * *

Paul Felice, of **Felice Quality Market**, an AFD member in Pontiac, has expanded the store to almost double its original size and added a complete non-foods section. His son, Joseph, recently was the recipient of the National High School Art Exhibition award.

manufacturer's representative, 12100 Greenfield, Detroit, Mich. 48227; phone 272-3700.

These new members and all AFD supplier and service members deserve your support and patronage. Refer to the AFD Supplier's Directory on Page 16 often. In fact, clip it out of *The Food Dealer* magazine and post near your phone.



ED DEEB

OFF THE DEEB END

Hit and Run

It seems the quickest way to make the news nowadays or ruin an industry, any industry, is to make sensational charges, right or wrong, and instill suspicion in the minds of the citizenry who are our consumers.

This is the way it was done during the tuna and cranberry scare of a while back and more currently, the cyclamate debate. And now, the attack on the cereal industry!

In each case, it was "hit and run." Very simple. That's all one need do: attack and hide. In all cases, the issues received wide attention and front-page coverage in the news media. Perhaps it is time that a news medium, whatever it may be — radio, TV, newspaper or whatever — do more than just report a story and possibly carry its own view on the editorial page.

Perhaps the time has come for media to first verify and check out stories as to their authenticity before widely publicizing them and ultimately or indirectly, help to do damage to an industry. If for no other reason, this investigative action would serve notice to anyone with damaging or harmful intentions that such action would not be permitted; that the news media will not be used to unfairly publicize or damage anything or any industry.

Let's take the recent attack on cereals. A Washington, D.C. citizen-lobbyist charged that cereals contain "empty calories" . . . and that cereal firms have been duping the public to buy cereals with heavy advertising campaigns. Therein lies the story which received so much publicity. Freedom of speech is one thing; freedom of defamation is quite another.

Historically, the cereal industry has been encouraging citizens to eat nourishing breakfasts, including cereals, among other things as fruit or juice, milk, coffee and what have you. To my knowledge, a cereal firm never did mislead the public.

Nutritiously speaking, breakfast cereal is good food, as Dr. Frederick Stare, a Harvard University professor and nutrition expert would attest. So would many other food experts and dieticians.

The flagrant charges against cereal firms should be discounted as meaningless, because they ignore the fact that cereals are usually eaten with milk, which is good for you and builders of energy, regardless of calorie count.

The time has come for industry to take action to prevent these damaging and flagrant charges from occurring on one hand. On the other, the time has come for media to do its homework. To report a "hot news tip" or "scoop" is one thing, while authoritative and interpretive reporting is quite something else.

Let's stamp out "hit and run" tactics once and for all.

Michigan Included Among States Honoring Five Monday Holidays

Michigan was one of 45 states so far which followed the lead of the Federal government in adopting "Always on Monday" holiday bills to give workingmen at least five 3-day weekends each year. (The bill passed the Michigan Legislature last year and will take effect beginning in 1971).

Under a law adopted by Congress in 1968, four existing national holidays and one new one—Columbus Day—always will fall on Mondays, beginning next year. Effective technically for Federal employees, the

new national holidays are:

George Washington's Birthday, third Monday of February; Memorial Day, last Monday of May; Columbus Day, second Monday of October; Veteran's Day, fourth Monday of October. Combined with Labor Day, first Monday of September, the new dates assure all Federal workers five 3-day holiday weekends each year.

Unchanged are: New Year's, Jan. 1; Independence Day, July 4th; Thanksgiving, fourth Thursday of November, and Christmas, Dec. 25th.

U. S. Tells Insurance Companies To Cover High Crime Areas

The federal government last week took its first steps to force insurance companies to provide burglary and theft coverage in high-crime areas of major cities. Federal insurance administrator, George Bernstein, ordered states and the District of Columbia with these insurance problems to establish special pools to write policies at "reasonable rates" for businesses that cannot find protection in the normal insurance market. He set a deadline for compliance of Aug. 1, 1971.

The Associated Food Dealers has long contended that grocers, supermarkets and party store operators could not get coverage and that major casualty insurance was unavailable and thereby, helped press for the pool

insurance covering fire and property in 1967 following the Detroit riot.

Under the plan suggested by Bernstein, the insurance companies would not have to bear the high losses that the insurance administration said would result from widespread issuance of crime insurance in large cities. To subsidize excessive losses, he suggested that the states levy a tax on the premiums of all property insurance written in the state. His proposal was quite different from that of U.S. Rep. Frank Annunzio (D-Illinois) who called for the government to provide direct insurance.

Consumer Redress Bill Passes Senate Test

The U. S. Senate Commerce Committee has given approval to a major consumer bill providing cash redress for consumers through private class action lawsuits, or actions initiated by the Federal Trade Commission. The committee's bill omits the "trigger" mechanism proposed by the Nixon administration, which limited class action to cases where FTC or Justice Department has acted first and won.

Like the administration bill however, it limits the opportunity for class action to a specific list of "hard core" deceptions, such as "bait and switch."

Got A Gripe?

Or A Problem?

Then Call

THE PANIC LINE

566-2429

(313 IN DETROIT)

For Action!

NCR Unveils New Electronic Register

Due to considerable pressure from big retail customers across the nation, the National Cash Register Company, Dayton, disclosed privately to select retailers to test an electronic point of sale device, the Associated Food Dealers learned. Although evasive about its electronic register plans, NCR permitted retailers to inspect its new electronic register, which it plans to formally demonstrate sometime this year.

KAPLAN'S Wholesale Food Service

- FROZEN FOODS
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- CHEESE SPECIALTIES
- PILLSBURY BISCUITS
- BUTTER and OLEO
- EGGS
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- FRESH LOCAL PORK
- LUNCHMEATS & SAUSAGES
- SMOKED HAM and BACON
- SALT PORK

DAILY DELIVERY

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(In the Eastern Market)

FOOD DEALER FEATURE

Consumers Rate New Shoppers Radio Report A+

There's a new sound on WJR — the distinguished voice of Mary Morgan who has taken up the challenge of bringing aid and information to consumers plagued with inflation and rising prices.

"Keeping track of food prices and then shopping wisely for the best values rates as one of the biggest problems homemakers face today," explains Mary, a longtime radio and television personality on the Detroit scene.

And with the "Mary Morgan Shoppers Report" which takes to the air every weekday morning at 9:55 she is helping women to meet the challenge.

The program has been on WJR since early March and is being well received by consumers and the food industry alike.

Listeners ask her a lot of questions. Mary asks questions too, such as: Do you get swept off your feet by the dazzling array of products? Do you buy on impulse with little preplanning? Do you really know what the labels tell you? Are you an addict to all convenience foods? Do you fill your shopping cart with soaps, pet foods and beauty aids and then complain about your food costs?

Then, through considerable research and with the aid of well-informed guests, Mary gives the answers to these and other questions.

The familiar voice of Charlie Park sets the tone and outlines the aims and objectives of the program — "An overview of the shopping scene designed to save you money and bring you information."

Kay Savage, well-known food editor of the Detroit Free Press and now a special writer for that morning paper as well as other daily newspapers in the state, is a frequent guest on the program.

Her background of 25 years of reporting the news of the food world helps provide the practical answers to listeners' questions and tips on shopping for the best values.

In 1967, Kay was awarded a plaque for "outstanding journalism in food reporting" by the Associated Food Dealers. She is also the recipient of many national awards.

On one of her appearances Kay dealt with "manners" in the supermarket.

"As customers in a supermarket we enjoy certain privileges," explained Kay. "We have the right to pick and choose what we want and reject what we do not want or find too expensive."

She then went on to say that the customer in return has obligations.

"If you put an item in your cart, then decide later you don't want it, return it to the original place. One store clerk told me it took a couple of hours every day just picking up things from around the store and putting them back where they belong. Sometimes, this carelessness resulted in loss from spoilage of frozen foods and meat."



THE REGULARS on the "Mary Morgan Shoppers Report" program on WJR weekday mornings include, from left, Charlie Park, Miss Morgan, and Kay Savage.

Other points brought out in that program included thoughtlessness in blocking aisles with shopping carts, being considerate of clerks and other customers, not getting into an "express line" with a loaded cart and above all, not abandoning carts blocks from a store.

Another program was devoted to a report of the AFD Newsletter, *Food-A-Gram*, following meetings on the handling of pesticides, fertilizers and other garden products. (Mary and Kay both receive the newsletter and *The Food Dealer* magazine and frequently pass along pertinent information to listeners.)

Recent guests on the program include Ed Deeb, AFD executive director, Lane Briedenstein of the Better Business Bureau, Tom Houston, consumer editor of the Detroit Free Press, Bud Stedman of the Greater Detroit Chamber of Commerce, and John Calkins, Mich. Department of Agriculture.

Mary has also interviewed representatives of the California strawberry and melon industries and frequently talks with representatives of national food companies.

Mary Morgan's voice, of course, is not new to Detroiters. For many years she was feature editor for CKLW radio and TV and is recognized nationally for her outstanding contributions.

Mary was one of the first of the "Golden Mike Award" winners for working with the narcotics bureau of the police department and the Federal Bureau of Narcotics. She received a citation from the U. S. Army Air Force for coverage of the White Sands Missile Range and NORAD, another from the U. S. Navy Air Force for recruiting and still another from the U. S. government for selling war bonds. She is active in civic and charitable organizations, was named Soroptimist "Woman of the Year" and was chairman for two years of the "Top 10 Working Women."

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outstanding
plans of health
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*are available to
you as a member
of the
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For more complete details on these two outstanding plans of personal insurance protection, fill out the coupon below and mail it today.

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Association Group Department
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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 _____

THE PRESIDENT'S CORNER

Nutritional Awareness Campaign Picks Up Steam

By HARVEY L. WEISBERG

As you know, the Food Council of America has been reactivated upon the recommendation of the food retailer's panel of the recent White House Conference on Food, Nutrition and Health. The reason: to mobilize the industry for a nationwide nutritional awareness campaign this September and October.

It has been suggested also that the main reason for the move was to persuade consumers to think more carefully about the nutritional value of the food they buy and to eat a balanced diet. Evidence brought before the White House panel suggested that even those people who had sufficient money to spend on food gave so little attention to healthful buying that we have become a nation with very poor eating habits.



WEISBERG

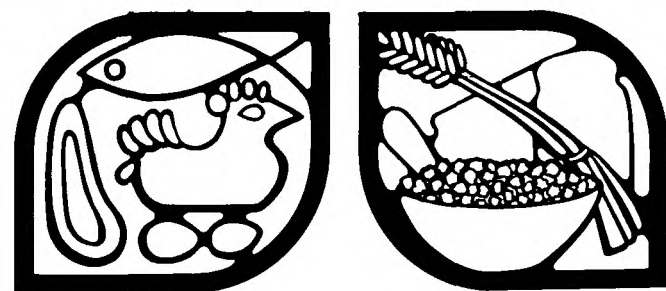
In keeping with the awareness goal, a symbol, which is a stylized pictorialization of the four basic food groups, with the words that comprise the theme of the campaign, has been created: "Eat the Basic 4 Foods Every Day" (see Cover).

Food manufacturers, wholesalers, brokers, retailers, allied distributors and national and local food trade associations are participating in the campaign, including the Associated Food Dealers. The campaign is being coordinated nationally by Clarence Adamy of the National Association of Food Chains, and locally by our Ed Deeb.

We of the AFD feel very strongly that one of the most effective methods of instilling public confidence in our industry is by taking positive and visible action to meet problems of both local and national concern. The area of nutrition is an important one and one in which the industry has a natural interest in common with the government of our nation and its consumers.



Eat the basic 4 foods every day.



We as food distributors not only have the responsibility of providing the finest and widest selection of quality products at lowest prices, but also that of helping to disseminate information and education to help make and keep a healthier America. In addition to our moral and social responsibility to encourage our customers to use better nutrition in their food purchases and consumption, it is in our own best interest to fully participate in this campaign.

Presently, a promotional display and in-store kits are being prepared and printed for use in retail stores across the country, and can be ordered. It is our hope everyone will tie-in with this very worthwhile effort by our industry. Those desiring material, contact the AFD office, 434 W. Eight Mile Rd., Detroit, Mich. 48220; or phone (313) 542-9550.

We are hopeful all members of our association — and all food trade associations throughout the state — will tie-in with this campaign. It can only help you and your fellow citizens.



**Join The National
Caravan to the
Fabulous
Fontainebleau!**

**85th Annual Convention of the
NATIONAL ASSOCIATION OF
INDEPENDENT FOOD RETAILERS**

Five Fun-Packed Days



Four Fabulous Nights!

August 23-27

Fontainebleau Hotel

Miami Beach



Aug. 23—Sunday, Cocktail Reception and Dinner.

Aug. 24—Brunch, T-Bone Club Dinner.

Aug. 25—Brunch, Dinner, Luau Night.

Aug. 26—Brunch, Dinner Show.

Aug. 27—Breakfast, NAIFR Board Meeting.

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

Entire convention package costs \$311 per person, \$507 for man and wife, and in addition to the above includes round-trip jet air transportation via Eastern Air Lines. Luxurious rooms (double occupancy) with magnificent view, all taxes and gratuities and registration fee included in the package. (Special rates for children on request.) Special rates for those desiring to stay over.

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

ALEX BELL

Nat'l. Assn. of Independent Food Retailers

434 W. Eight Mile Road

Detroit, Michigan 48220

Please reserve complete NAIFR Convention PACKAGE RESERVATION as outlined herein.

NAME _____

ADDRESS _____

CITY _____ **Zip Code** _____

NOTE: Reservations must be in immediately!

- \$25 deposit required with each reservation.
- Make reservations early to secure best accommodations.

THE BELL RINGER

Tiny Tim Vs. Myra Breckenridge: A Mismatch

By ALEX BELL

Well, what do you know, we feel creative. So we'll write creatively. (First wife, ad lib: Oh, no!)

* * *

Another Epistle from St. Francis of Arlington Heights, Illinois:

"School is out and I passed English composition for nit wits this semester (period) Our teacher was Miss Iva Brodbeam and we went by number rather than by name. I had number 77 and I was back on the 50 yard line. I felt like Red Grange standing on the goal line. I asked what she was putting on the board, cause I couldn't see. She said 77 you had better move up a few yards. I am sure she is part Indian. She is buildt



Mr. Bell

"I can't help commenting on that like a teepee.

picture in the May Food Dealer. Why don't you kick the habit? But on second thought, were you posing for Holy Pictures? Never heard of Saint Alex (period) Maybe it was taken from the front row of a Las Vegas Burlesque, and were you enjoying the whole thing.

"This being a food magazine, let me get back to my latest discovery at Jewel-Osco Drug. They now carry bath towels, garden rakes, screwdrivers, auto oil, fertilizers, cameras, beach balls, gasoline lawn mowers, and some food. When they start selling burial lots I will surely let you in on the first choice of a selected lot. Marshall Field's is now selling potato salad and cole slaw, and that is another subject I'll get on later this year.

"If you can't make this whole thing out, I am using a Japense typewriter and who the hell ever told them they could spell English. Pat and husband are leaving for Germany for two years and we are taking over the five bedroom house in Arlington Heights. I'll never be able to locate the warden from now on. Love and Kisses . . .

—Francis"

Dear Reader, if he keeps signing them this way, we will think he is kinky.

* * *

So now cigarettes are like women (TV ad): Thin and rich. All we ever get was the fat poor ones, so what kind of cigarette should we smoke?

* * *

Warning to Dum-Dums who go to Las Vegas and play the slots: Modern technology is catching up with you. The slots used to operate once every five seconds, now they come up with ones that operate once every

2½ seconds. So you drop your bundle twice as fast. Don't say that we are not on the ball keeping our readers on their toes!

* * *

Our first wife doesn't care where we go at night as long as we are home in bed by 9:30, p.m. that is. Ah yes, trust comes with old age. (You know it, baby: First wife.)

* * *

An ego who stops at every mirror might be described as enjoying the "narcissitudes" of life. Yes, Eddie, that is a play on words.

* * *

Jay Welch comes up with the best solution to the throw-away or one-way bottle hassle. Jay says stores should handle nothing but returnable bottles—so long as bottlers maintain depots throughout the city to redeem the bottles. Now this is ahelluvanidea.

* * *

We wonder if this guy Doc Cipra that signs the guarantee on Hormel's 81 hams has a helper that takes over the signatures when he goes on vacation?

* * *

Our boy Don LaRose comes up with this gem: "The only remedy for common sense in the young is for them to be occupied thru work for 40 hours per week, and this would solve the youth problem!" Yes, Mark Twain said it way back in 1910. That was before you had to go along with the minimum wage and all that jazz!

* * *

We remember when mugging was a term applied to people who made faces.

* * *

Did you ever notice the guy that drops the cookie is always the first to complain about the way it crumbles?

* * *

Just thought that we would mention in passing that George Bashara JR. is going to be in the running for Probate Court Judgeship. George is the incumbent and we understand from several good sources that he is doing a bang-up job. So why not keep him there?

* * *

Our favorite columnist has taken the gas pipe. We were sorry to see Doc Greene of the News get the axe. Maybe if we tried to promote a fight between Tiny Tim and Myra Breckenridge, Deeb might let me go. Just think, you lucky people: no more columns.

* * *

F.J. says he will save you 15%. Our question is 15% of what, compared to who and how? Is it compared to the BLS Index or what? Anyhoo, it listens good every time we hear that TV blurb. It reminds us of that oldie: "How's your wife?" Compared to what?

The following appeared in *The Detroit News* recently in Suzy Farbman's "Insight" column and we reprint it in case our readers missed it:

FARMER IN THE DOGHOUSE: Detroit area supermarket chains are all back to their regular evening shopping hours — until 9 p.m. Early last month they started closing at 7 p.m. on Monday, Tuesday and Wednesday, thereby lopping six hours a week from their schedules. But the move to cut costs by cutting hours lasted about two weeks. Here's why . . .

Farmer Jack may stand on his head to please you, but he performs no such acrobats for his competitors. After all the big supermarkets had tacitly agreed to eliminate some night hours, Farmer Jack was first to drop the ball.

On June 20, about two weeks after the plan had begun, the new hours signs suddenly disappeared from

Farmer Jack windows around the city. The competitors held their breath. The next night, June 21, Farmer Jack was on TV telling customers he'd be open until 9 p.m. Mondays, Tuesdays and Wednesdays once again.

The competition took about one day to catch up. Now it's nighttime grocery business as usual, except that in the industry, Farmer Jack is in the doghouse.

Well, Suzy, maybe the Farmer has been standing on his head too long! And besides, we won our mental bet of last issue, and Suzy took us off the hook!

* * *

Heard about the young graduate that was asked by the university president how long she was going to teach, and she answered: "From now to maternity."

* * *

Dear John, that's all she wrote!

—ACB

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

Store Name _____

Address _____

City _____

Owner's Name _____

Do you wish Blue Cross Coverage?

Yes ☐

No ☐

An Invitation to Join A.F.D.

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

ASSOCIATED FOOD DEALERS

434 W. Eight Mile Rd.

Detroit, Mich. 48220

Phone: 542-9550



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 in September.

Broker Rep. of Year _____

Company _____

Wholesaler Rep. of Year _____

Company _____

Manufacturers Rep. of the Year _____

Company _____

Driver-Salesman of the Year _____

Company _____

Signed _____ Phone _____

Store or Firm _____ City _____

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

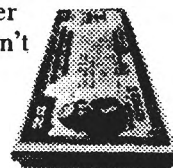
Maybe it's time you invested in a little real estate.



Like America.
In a sense, that's what you're
doing when you buy U.S.
Savings Bonds. Investing in
the traditions that made
America great.
And providing the economic
strength it takes to keep the

system going—to build
highways, to improve schools,
to eliminate slums—the
things that need doing to keep
America great.
Does the investment pay off?
You bet it does.
You and millions of other
Americans reap the
benefits of

your Bond investment . . .
and you personally reap a . . .
monetary benefit when your
Bonds reach maturity.
All because you've made
America a better
place to live. Isn't
it worth it?



If they're lost, stolen, or
destroyed, we replace 'em.

Take stock in America Buy U.S. Savings Bonds

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
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.	323-3900
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
Earl English Associates	546-5100
Food Marketers, Inc.	342-5533
Graubner & Associates	444-8400
John Huettelman & 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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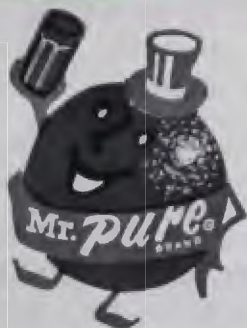
STORE SUPPLIES AND EQUIPMENT

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
Vlastic Food Co.	868-9800
Wayneco Wholesale Co.	894-6300

Summertime Is Picnic Time!



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



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

FOR EXTRA SALES
AND EXTRA PROFITS
DISPLAY



The
COOK-OUT FOIL

RED PELICAN MUSTARD

MADE FRESH
DAILY
IN DETROIT

SELL THIS
POPULAR
LINE



RED PELICAN FOOD PRODUCTS
Walnut 1-2500 — Detroit



PICNIC PARTNERS HAMTOWN'S

Potato Salad, Macaroni Salad



Pizza Pies
Baked Beans
Deli Dills
Cole Slaw
Jell-O

For Prompt Service Call

SPECIALTY FOODS CO. - 893-5594

FOR A PICNIC OF PROFIT
FEATURE THE FINEST



Main: Meal Meats
Requires No Refrigeration

Corned Beef - Turkey
Roast Beef - Roast Pork
Phone 313-863-7577

TIP TOP

Enriched
**HAMBURGER
& HOT DOG ROLLS**



WARD FOODS, INC.
TA 5-6470

**Display These Picnic Items
For Added Sales, Profits**

Merchandising

Oak Packing Company, an AFD member, has relocated its plant and offices at 1515 Winder, Detroit, Mich. 48207. The phone remains the same, 961-2160, according to Bruce Fudold.

* * *

Specialty Foods Company, an AFD member, has been appointed representative and distributor for the Maybud Cheese Co. of Wisconsin, and Mr. & Mrs. T Bloody Mary Mix.

* * *

The Stroh Brewery Company, an AFD member, has announced the appointment of **Henry G. Kostecki** as director of packaging for the firm. He replaces John W. Stroh, Jr., who will assume a new post, to be announced later.

Acme-Detroit Food Brokerage, an AFD member, has announced the appointment of **Roger J. Petty** to its sales staff. Mr. Petty was formerly with Glendale Packing Company.

* * *

Faygo Beverages, an AFD member, has announced the successful marketing of newly developed one-calorie per six-ounce serving, sugar-free diet soft drinks. Firm president **Morton Feigenson** said they are in full distribution in the company's midwest and Canadian markets. Flavors are red pop (strawberry), cherry and root beer.

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.

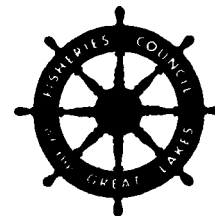
Notice to all Food Merchants: Fresh Fish Safe to Eat and Sell

Michigan's food merchants need not be concerned over the recent fish scare in the Great Lakes area. Consumers can continue to enjoy freshwater and saltwater fish and shellfish with every assurance that the fish being sold in stores has passed scrupulous inspection by government officials in Canada and the U.S.

Smart merchants are stocking a wide variety of fish products for extra sales and profits. We remember too well the damage which was done to cranberries and cyclamate due to harmful and damaging publicity. Both U.S. and Canadian government officials have given the consumers the go-ahead to eat fresh fish. Be sure you have enough on hand!

Write or Phone

Fisheries Council of the Great Lakes



33 VERNIER ROAD GROSSE POINTE SHORES, MICHIGAN 48236

•

AREA 313 884-3980

TAX TOPICS

Questions and Answers on Fair Labor Act

By MOE R. MILLER**Accountant and Tax Attorney**

The following questions and answers are most commonly asked of my office and are intended to inform both employers and employees about the Fair Labor Standards Act and to stimulate compliance with it.

Q. I know Congress passed a law saying employers must pay workers a minimum wage. What is it? Will it be increased soon?

A. The minimum wage required by the Federal Fair Labor Standards Act is currently \$1.60 an hour. This applies to workers covered by the Act prior to February 1, 1967. There are no increases in this rate scheduled at this time.

Workers newly covered as a result of the 1966 Amendments must be paid a minimum of \$1.30 an hour. This increased to \$1.45 February 1, 1970, and will increase to \$1.60 on February 1, 1971.

**MILLER**

Q. I was recently ordered by a court to make back wage payments to four (4) employees. Can I deduct these payments from my income tax?

A. Yes. According to Internal Revenue Service Ruling 69-581, such damage payments and attorney fees are deductible as business expenses.

Q. I own a grocery store and my gross sales are under \$250,000 a year. Am I required to pay my employees the minimum wage?

A. No. If your sales are less than \$250,000 annually, you do not come under the act.

Q. Are Executive, Administrative Employees and Outside Salesmen subject to the act as to 1½ times the regular rate of pay for all hours worked over forty (40) hours in a workweek?

A. No. Minimum wage and overtime exemptions do not apply to the above employees.

Q. I would like to hire a couple of students to work part time. Do I have to pay them the minimum wage?

A. You can pay them a lower wage if you receive a special certificate issued by the Wage and Hour Division. These certificates are issued for handicapped workers, apprentices and full-time students.

Q. I often work on Saturday, isn't my employer required to pay me overtime?

A. Not unless you worked more than forty (40) hours that week. The law does not require overtime pay for Saturday, Sunday or holiday work as such.

Q. How long must I keep records for purposes of the Fair Labor Standards Act?

A. Records of required information must be kept for three (3) years. Time cards need be kept for only two (2) years.

Q. My employees are covered under the act and I pay them more than the minimum wage. Do I still have to display a poster?

A. Yes. Covered establishments must display a Fair Labor Standards Act poster which employees can readily see.

Q. A maid comes to my home twice a week to do housecleaning. Do I have to pay her the federal minimum wage?

A. No. Domestic help is not covered by law.

In addition to complying with the minimum wage, overtime pay, child labor and equal pay, employers must also be mindful of the requirements to maintain complete and accurate records—not to do so may result in unnecessary liabilities and would constitute a violation of the record keeping requirements contained in Regulation Part 516.

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.

RETAILERS WHY FUSS?

**LET THE A.F.D. PROCESS ALL
YOUR COUPONS FOR YOU THRU
OUR COUPON REDEMPTION CENTER!
COUPONS MEAN CASH!
WE EMPLOY THE HANDICAPPED.**











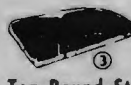

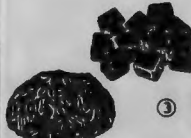

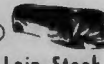

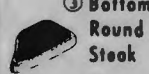

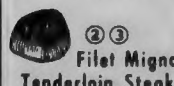



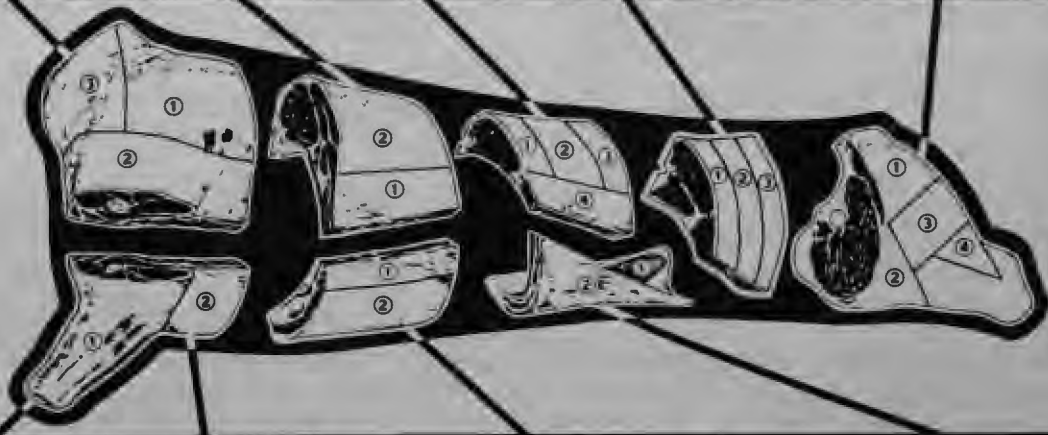






DROP THEM OFF OR MAIL TO:

**Associated Food Dealers
434 W. Eight Mile Road
Detroit, Michigan 48220**

THE FOOD DEALER
 434 West Eight Mile Rd.
 Detroit, Mich. 48220

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

Return Requested

BEEF CHART					
 ① Blade Pot-roast or Steak	 ② Standing Rib Roast	 ① Club Steak	 ① Pin Bone Sirloin Steak	 ③ Round Steak	 ① Standing Rump
 ② Arm Pot-roast or Steak	 Rib Steak	 ② T-Bone Steak	 ③ Porterhouse Steak	 ③ Top Round Steak	 ② Sirloin Tip Roast
 ③ Stew Meat or Ground Meat	 Rib Eye Roast or Steak	 ① ② ③ Strip Loin Steak	 ② Flat Bone Sirloin Steak	 ③ Bottom Round Steak	 ② Sirloin Tip Steak
		 ② ③ Fillet Mignon Tenderloin Steak (also from Sirloin 1,2,3)	 ③ Wedge Bone Sirloin Steak	 ③ Eye of Round Roast or Steak	 ④ Heel of Round
CHUCK	RIB	SHORT LOIN	LOIN END	ROUND	
					
FORE SHANK	BRISKET	PLATE		FLANK	
 ① Stew Meat or Ground Meat	 ② Fresh Brisket	 ① Short Ribs	 ② Stew Meat or Ground Meat	 ② Stew Meat or Ground Meat	 ① Flank Steak

Retailers — Think Big and Be Big!

Now, a new special service for independent food and meat store operators. Let AAA handle your meat buying and meat buying problems. Let us have your headaches and we will help increase your meat department sales and profit.

AAA MEAT BUYING SERVICE

JACK SEMAN, your meat broker

• Phone 382-7700 or 357-2735

• Southfield