



ASSOCIATED FOOD DEALERS

The Grocers' Association

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

SEPT-OCT, 1970



Time For Recognition

LEFT: Nathan Fink, head of Great Scott Super Markets, left, is shown accepting a plaque from Harold Brunette of Anheuser-Busch, Inc., upon entrance of the food retailer into the "100 Million Club." RIGHT: Samuel Bankler of Marks & Goergens brokerage, left, accepts a distinguished service citation from Associated Food Dealers president Harvey L. Weisberg.

(See story, Page 3)



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AWARD WINNERS — Associated Food Dealers president Harvey L. Weisberg, left, poses with recipients of the 1970 Distinguished Service Awards presented by the association. Left to right, Weisberg; John Zamiska, of

Specialty Foods Company; Edward Strobach, Scott Paper Company; Samuel Bankler, Marks & Goergens, Inc.; John Riley, Pontiac Press; Arthur J. Underwood, Jr., WWJ Radio; and Bethel Thomson, Koeplinger's Bakeries.

Seven Receive AFD Distinguished Service Awards

Four food firm representatives and three from the news media have been cited by the Associated Food Dealers (AFD) for "distinguished and extraordinary service" to the food industry.

The awards were given during the sixth Annual Awards Banquet by the state's largest food distribution association, representing nearly 2,100 members, held at the Royalty House, Warren.

Recipients of the distinguished service honors were Edward Strobach, of Scott Paper Company; Samuel Bankler, of Marks & Goergens, Inc. brokerage; John Zaminski, of Specialty Foods Company; and Bethel Thomson, of Koeplinger's Bakery, Inc.

Three from the mass communications media were also honored by the AFD for service to the food industry, for providing "fair and accurate news and editorial coverage to the food field in particular, and the business community generally."

Those cited were WWJ Radio, this year celebrating its 50th anniversary; WXYZ-TV and the Pontiac Press newspaper.

Presenting the 1970 awards in behalf of the food

organization were AFD president Harvey L. Weisberg, and executive director Edward Deeb. Some 600 persons attended the annual event.

Purpose of the AFD awards is to give due recognition to those individuals who have performed extraordinary service to their employers, food retailers and the total food industry, in the spirit of inter-food industry cooperation and progress, Weisberg said.

AFD Launches Check Service

The Associated Food Dealers has announced it has inaugurated a new check verification service for members, which will help screen check passers and ultimately help reduce bad check losses. Making the announcement was AFD president Harvey L. Weisberg.

The AFD, Michigan's largest food trade association with nearly 2,100 members, said the new service, in cooperation with Comp-U-Check, Inc., will help detect habitual offenders by use of a check directory which is updated with a check alert bulletin regularly. Cost per

(Continued on Page 13)

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Phone: 542-9550

EDWARD DEEB, *Editor*

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MRS. CONNIE BROWN, *Insurance Secretary*

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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:

I want to sincerely congratulate Ed Deeb for his article "Hit and Run," which appeared in the July issue of The Food Dealer magazine. If more of the news media took a positive approach as you have done, it would help to build the food industry, instead of tearing it down. It was an excellent article.

W. H. Hagenmeyer

Vice-President

International Multifoods

Allow me once again to thank your organization for the wonderful honor you accorded me as a Salesman of the Year in the manufacturer category. I am sure that few, if any, food retailer groups in our country set aside an entire evening to honor sales people which surely indicates the dedication the AFD has in improving inter-industry relations. It's been a real pleasure these past five years to watch your organization grow and earn the position of leadership it now has in Michigan.

Edward G. Strobach

District Sales Manager

Scott Paper Company

We at WWJ Radio One are honored to have been named recipient of a 1970 Citation for Distinguished Service from the Associated Food Dealers. Ever since August 20, 1970, when WWJ became the world's first station to offer regularly scheduled daily programming, features dealing with recipes, menu planning, agricultural news and other food-related subjects have been an essential part of our broadcast schedule.

We are proud to have WWJ designated as an integral part of the total food industry. Your citation is one of the most valued tributes we have received in this, our golden anniversary year.

Nat A. Sibbold

Station Manager

WWJ Radio

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

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If Not, Phone 542-9550**

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OF FOOD RETAILERS
Michael Giancotti, President**

Although I am seldom at a loss for words, the Award given me by the Associated Food Dealers in the wholesaler category at your recent banquet, left me quite speechless. In behalf of my employer, my customers and myself, I wish to thank you for the honor bestowed upon me.

While we do our best for a company so that everyone may profit, it is a definite boost to one's ego to receive "a pat on the back" for the work well done from one's own industry. I only hope that I may surpass my own record next year.

John Zamiska
Specialty Foods Company
Detroit

The officers and members of Guest Community Council, serving the northwest Detroit area, wish to thank the Associated Food Dealers for your generous donation of plastic trash bags for our recent Clean-Up Campaign.

Please inform your members that the results were more than we anticipated. Just as it takes only one stone, thrown at a beehive to start something big, and just as it only takes a tiny pebble to begin an avalanche, your litter bags gave the Clean-Up momentum.

Mrs. Mike (Pat) McIlrath
Clean-Up Chairman
Guest Community Council

Three 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 three new supplier members to the association. Their names, addresses and phone numbers are as follows:

AAA MEAT BUYING SERVICE, specializing in selective meat inspection and purchases for retailers, 23063 Plumbrook, Southfield, Mich. 48075; Phone 382-7700 or 357-2735.

MID-AMERICA ASSOCIATES, pension and group hospitalization and insurance administrators, 25820 Southfield Road, Southfield, Mich. 48075; Phone 352-8410.

LOUIS STEPHEN COMPANY, printer, 11811 Harper Ave., Detroit, Mich. 48213; Phone 371-5670.

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.

A Holiday Bonus for Housewives

(and Grocers)

This is that once a yeartime...

Archway Bakers dig out the holiday cookie recipes, and Archway Distributors play Santa's helper to busy housewives. There's more time for fun when your customers buy and serve Archway Holiday Cookies — more sales and profits, too!

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... stock and display
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Battle Creek, Michigan





ED DEEB

OFF THE DEEB END

One-Way Street?

There has been a movement afoot of late to penalize soft drink and beer bottlers in various Michigan villages, cities and counties. For the most part, it is argued, that by eliminating the one-way or "throw-away" bottles, as sensationalists prefer to call them, the problem of litter or pollution will immediately end.

So far, Royal Oak, Pleasant Ridge, Dearborn Heights, Southgate and others have considered legislating the problem of litter, as has Lake County. State legislation is currently pending also. Officials feel that by limiting or eliminating the distribution of soft drinks and beer in one-way bottles, the litter-pollution problem will be solved.

Interesting enough, in the cases cited above, the legislation is aimed at "forcing" bottlers to distribute their products in returnable bottles, which could be very costly to bottlers, merchants and consumers alike. Such action may cause prices of favorite beverages to skyrocket.

Aiming at the bottlers is not the answer. To begin with, it is a form of discrimination. What about all the paper wrappers, cardboard, can and plastic containers? Gov. Milliken recently stated the Lake County law was illegal. We agree.

The answer on one hand, is for cities, counties and the State to begin strongly enforcing current laws against littering, or polluting, whichever you prefer. On the other hand, to encourage use of one-way containers and by establishment of reclamation centers, as those tested in California and other states, for the basis of reusing crushed glass and collected cans, which can be melted and also reused.

The combined emphasis on both proposals will help considerably in solving the state's and the nation's pollution or litter problems.

In the end, it is not the manufacturer or bottler — of whatever products you can think of — who do the polluting or littering. Rather, it is the careless, thoughtless or dissinterested citizen.

Let's start enforcing the anti-litter and anti-pollution laws presently on the books, while continuing the mass distribution of goods to fulfill consumer needs and demands. It is the polluter who should be penalized, not the innocent or concerned citizen, manufacturer or distributor.

Stroh's Acquires Detroit Coca-Cola Edward Rohlin New Marketing Veep

Edward F. Rohlin has been named vice-president of marketing for The Stroh Brewery Company, an AFD member, according to an announcement by John W. Stroh, Sr., chairman of the board. Formerly director of marketing, Rohlin was elected an officer of the company by the firm's board of directors. He succeeds Robert Hyde, recently resigned.

At the same time, Rohlin announced four recent appointments or promotions at the brewing company. They are as follows:

Charles J. Korpall of Fort Wayne, Ind., has been named administrative assistant to Rohlin. He succeeds William Saxman, who was recently promoted to sales administrator.

Arthur C. Ericksen, until recently director of advertising for Stroh's, has been given additional responsibilities and a new title as director of advertising and sales promotion. Prior to joining the firm in 1966, Ericksen

was associated with Leo Burnett Company advertising agency in Chicago.

James R. Telisky was promoted to advertising manager. Formerly assistant director of advertising, Telisky joined Stroh's in 1965. He formerly was with Carling Brewing Company, Boston, and the Campbell-Ewald ad agency, Detroit.

Stuart M. Portnoy has recently joined Stroh's as assistant advertising manager, succeeding Lon J. Kerr, who left the company. He was asso-

ciated with the Detroit office of Kenyon & Eckhardt advertising agency.

In other changes and promotions, Emil L. Bierkle was promoted to assistant to the vice-president of administration for the firm, it was announced by John P. Leahan, vice-president of administration.

At the same time, Stroh Brewery Company announced it has signed an agreement in principle for the purchase of the Detroit Coca-Cola Bottling Company. According to company officials, their acquisition of the 68-year-old bottling company will take place soon. Detroit Coca-Cola will become a subsidiary of Stroh's and will be operated as a separate company, operated by the present management.

NFBA Appoints Four to Committees

WASHINGTON—G. Clifton Pearce, national chairman of the National Food Brokers Association, has announced the appointment of four Michigan food brokers to various NFBA committees, out of a total of 74 appointments nationally.

Werner E. Stark, of Stark & Company, Southfield, an AFD member, and Robert J. Tourek of Bob Jones & Company, Grand Rapids, were named to the merchandising committee. (Past NFBA chairman Richard H. Luth of Perry & Oudman Associates, Grand Rapids, serves ex-officio on this committee.)

Sy Kyte, head of United Brokerage Company, Detroit, an AFD member, was named to the frozen foods committee. Paul Kaye of Paul Kaye Associates, Detroit, was named to the non-foods committee of the NFBA.



ants?

Ann Arbor . . . 662-4929
Detroit . . . 834-9300
Flint . . . 238-3071
Grand Rapids . . 534-5493
Kalamazoo . . . 343-5767
Monroe . . . 242-3600
Muskegon . . . 722-3936
Pontiac . . . 545-2222
St. Clair Shores . 773-2411
Saginaw . . . 754-3151
Toledo . . . 242-2421
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Around the Town

Gerald Thiry, is the new field manager for **Frank's Tea & Spice Co.** in Michigan and northern Ohio. He succeeds **Louis J. Cohen** who retired after 24 years with the firm.

* * *

Great Markwestern Packing Co., an AFD member, formally dedicated its new abattoir and feedlot in Quincy, Mich., Oct. 4. Officiating at the ceremonies was Sen. Philip A. Hart.

* * *

Darling & Company, an AFD member, has announced it is constructing a new rendering plant to be located at the same site. The present building will be torn down and the area newly landscaped. It is expected to be ready by Jan. 1

* * *

Clarence Meisnitzer, formerly regional manager for the Borden Company's Aunt Jane's division, has joined **Interstate Marketing Corporation**, an AFD member, in charge of the new retail division of the food service department, according to Interstate president, Thomas Kelley.

The Test Of Time . . .

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Main Post Office
Dearborn, Michigan

ALLIED MEMBER

Cunningham Drug Stores, an AFD member, has announced the appointment of **Ben W. Gruskin** as divisional vice-president of the state's largest drug store chain. Gruskin, who has been active in all phases of the beverage industry since 1934, will coordinate all beverage sales and purchases for the firm.

* * *

DeCrick & Maurer, Inc., an AFD member, has announced that Lloyd Miller and William Nader have been elevated to the position of vice-president, and Charles Bailey has become secretary-treasurer, according to president William DeCrick.

* * *

Earl Goldstein, is back in Detroit and working for **United Dairies, Inc.**, an AFD member, following a two-year stay in California. Welcome back, Earl!

* * *

Denver Steel, formerly with Extra-Kwik Food Markets, has joined **Quik-Pik Food Stores**, an AFD member, as operations director, it was announced by William Bennett, vice-president and general manager of the convenience store chain.

* * *

Robert Wagner has joined **RGIS Inventory Specialists**, an AFD member, as controller, according to president William Nicholson. Wagner was formerly with A&P Food Stores, Detroit, and Allied Supermarkets, Chicago.

* * *

Congratulations to **James R. Scoggin**, president of **Food Marketers, Inc.**, an AFD member, on having been elected a regional director for the National Food Brokers Association. Scoggin also currently serves as president of the Detroit Food Brokers Association.

* * *

The appointment of **Edward Persoglia** as production manager of **Pepsi-Cola Metropolitan Bottling Company** of Detroit, has been announced by **Louis J. Fusco**, vice-president and general manager of the AFD member-firm. Persoglia is a 31-year veteran of the soft drink company.

Clexton New Health Chief

Dr. William Clexton, 43, a veterinarian with a master's degree in public health, has been named acting commissioner of the Detroit Health Department. Clexton, former director of the department's Bureau of Sanitation, was named recently to succeed Dr. George Pickett, who resigned.


Marks & Goergens Head Dies

Bernard L. Marks, president of Marks & Goergens Inc., an AFD member food brokerage, died recently. He was 45.

Marks was quite active in various groups and organizations, including the Detroit Food Brokers Assn., DAGMR, the AFD, the National Food Brokers Assn., Temple Israel, and Masonic and Shriner organizations. Surviving are his wife, Phyllis, two sons and a sister.

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434 W. Eight Mile Road
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AFD PRESIDENT'S CORNER

Check Charge Can Help Fight Inflation!

By HARVEY L. WEISBERG

During a slowing economy, coupled with inflation, the auto strike, and rising unemployment, the passing and cashing of fraudulent or stolen checks is on the rise.

Unfortunately, the food merchant doesn't need the additional burden of bad check losses when his costs are rising in such areas as labor, insurance, construction, taxes, equipment, etc.

Check losses are only part of the large percent of sales annually lost by retailers due to crimes, such as pilferage, shoplifting, bad check passing and so on. All of this together adds to the problem of the food merchant during times of inflation and high unemployment.



WEISBERG

One way to help alleviate the problem of increasing losses due to bad checks confronting the food merchant, is to initiate a small fee or charge for cashing checks. A few years ago, food stores were in a similar situation and one by one began charging a dime for cashing checks.

In a recent random survey by the Associated Food Dealers, results showed most of the larger department stores, including Sears, J. L. Hudson's and Montgomery Wards, charging 20¢ to cash checks. Various banks charge a stiffer fee for non-customers to penalize them or completely discourage non-customer check-cashing. For example, Michigan Bank charges 50¢ for non-customers or for checks not drawn on their bank. National Bank charges 25¢ under the same circumstances.

Currently, A & P Food Stores charges 10¢ at a limited number of their stores; Farmer Jack has begun charging 5¢ in a test at a few of its stores; and many independents are already charging 10¢ — some keeping the charge in effect after the practice began several years ago. So instituting some reasonable check-cashing charge should be considered seriously by all retailers.

This is in the best interest of most customers as well as that of the retailer. Surely a ten-cent check-cashing fee to those using the service would be more in line than raising the price of food to all customers — whether they use the service or not, to cover the additional losses due to bad checks.

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outstanding
plans of health
insurance
protection . . .*

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

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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.

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Gives your family the future financial security they need.

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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.

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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

Food Marketers Inc., an AFD member, has been appointed broker representative for the Eggo Foods division of Fearn International, according to James Scoggin, president. **Thomas Hoffman** will direct the account which produces frozen waffles, crumpets and egg noodles.

* * *

Hamady Bros. Food Markets, an AFD member, has appointed **Marshall "Bob" McFarland** as non-foods merchandiser, according to the firm's president, Robert L. Hamady. McFarland joins Hamady's from Great Scott Super Markets, where he was a buyer and merchandiser. He had held a similar post with Abner A. Wolf, Inc.

* * *

Great Markwestern Packing Co., an AFD member, has announced that **Melvin Shapiro**, formerly of K. Shapiro, Inc., has joined the firm as a member of its sales staff.

* * *

Ward Foods Inc., has acquired **Superior Potato Chip Co.** it was announced in New York recently. Both firms are AFD members. Making the joint announcement were Superior president Zygmunt Matuszewski and Charles W. Call Jr., president of Ward Foods.

* * *

Allied Supermarkets, an AFD member, recently closed its store doors a total of four days to re-price its Wrigley units, and to convert its Packer stores to Wrigley markets, making the chain totally discount-operated at the present, according to Tom McMaster, chairman, and Rev Duryea, president. The firm also discontinued issuing Gold Bell Stamps.

* * *

Peter Eckrich and Sons, an AFD member, has announced it has introduced a new bacon product, called Sweet-Smoked Bacon. The product is being marketed in Michigan, Ohio, Indiana, Illinois and eastern and southwestern states.

* * *

Vlasic Foods, Inc., one of the nation's largest processors and marketers of pickles, peppers, and relishes, has named **Robert J. Piette** to the newly created post of vice-president of production. Piette joins the firm from Thomas J. Lipton Company.

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.



WILLIAM H. VOEHL JR., left who manages Campbell Soup Company's Detroit canned foods district, was recently presented with the Campbell Merit Award, the firm's highest sales honor for outstanding performance which is annually presented to the top sales district. **C. James McNutt**, right president of the Campbell Sales Company, is shown congratulating Voehl, who works quite closely with the Associated Food Dealers.



HOLLAND HOUSE BRANDS INC. recently announced the appointment of a new broker to represent its products in Michigan. Pictured above, seated left to right, **William DeCrick** of DeCrick & Maurer, an AFD member, the broker appointed; and **Jack Doyle**, national sales manager for Holland House. Standing left to right, **Howard Chili** of Holland House, and **Charlie Barley** of DeCrick & Maurer.

AFD Check Service

(Continued from Page 3)

directory is \$12 per month, payable three months in advance. The cost is about half of what it was per directory only six months ago.

Members desiring to participate should contact the AFD, 434 W. Eight Mile Road, Detroit, Mich. 48220 Or phone (313) 542-9550 for service. Non-members can participate, but must first formally join the association as an active member to be eligible.

MALT DUCK? Yes, that's right, "Malt Duck," a new product of the National Brewing Company, an AFD member. It is a combination of malt beverage and red grape extract, and taste similarly to cold duck. The firm expects the product to be especially popular with the young crowd. The above display was photographed at a beverage store in Oakland County.



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

THE BELL RINGER

Balance the Budget By Tilting the Country !?!

By ALEX BELL

Well, well, as our first wife says: "Baby, you are too young for medicare and too old for girls." But we are going to win that Pulitzer Prize this year for the best written column! (*Edeebnote: oh boy, he's off and running again.*)

* * *

Our thoughts on the current strike at G.M.: No matter what Woodcock gets for his members, they will cry, "Walter could have gotten us more." We wonder if Woodcock can walk on the water?

* * *

The N. A. F. R. Convention in Miami Beach is now history. It was a good one, run by our friend, the old gray fox Dave Deerson. One of the highlights as far as we are concerned was helping our old friend Sol Shaye (of GPQ fame) celebrate his 49th birthday in the Gigi Room at the Fontainebleau. That was quite a surprise, Sol, wasn't it?

* * *

A sidelight at N.A.F.R.: We were with the girls (where else) on a shoe-buying safari. (Now we know a gal who buys shoes.) Dee Welch, wife of Bill Welch of the Hollywood Super Markets, had already bought four pairs of shoes and was trying on the fifth pair. She said they were a real good fit, so she tried on another pair of shoes. She said these hurt a little bit and were too tight. So what pair



Mr. Bell

did she buy? The one that was too tight and hurt a little bit, that's for sure. Of course, Dee doesn't smoke (an inside joke).

* * *

Hcy, St. Francis of Arlington Heights, Ill.: Wherein thehellhaveyoubeen? What's the matter with your Japanese typewriter???

* * *

We always believe that it is better to be knocked than ignored. That's life.

* * *

Probate Judge George Bashara Jr. assures us that one way to keep a family together is to have just one car. It also helps eliminate pollution!

* * *

We heard about the hippie who mixed L.S.D. and prune juice. Boy, did he go on a trip!

* * *

An after thought: Who does Sol Shaye think he's kidding, 49!?! Sol, you can't kid old Acey.

* * *

The Association Awards Banquet went off in fine style. There was just one innocent boo-boo. Jim Scoggin, head of the Detroit Food Brokers Association referred to the association as ADF. C'mon Jim, it's AFD.

* * *

It looks like the price war is on. Wrigley's is off and running with new image and pricing. How long will it take for the rest of the chains to get after them, especially the sleeping giant, Old Gramma A&P? We think it will come to the point where popular prices won't be as popular as they used to be.

* * *

Bev Welch took us to task recently about the item in our last column about husband Jay being higher than the golf course. She tells us that Jay never has a drink when he is on a golf course. That is one way to kick the habit—play golf !

* * *

AFD Treasurer Eddie Acho tells us that there is one way to balance the national budget: "Just tilt the country."

* * *

Eddie is also a financial wizard. He tells us that he bought a bottle of booze at the Awards Banquet, gave the bartender \$1 and got \$4 change and don't forget he is our treasurer!

* * *

This one takes the cake: Sara Lee is the most outstanding woman since Mary Baker Eddy.

* * *

We have found out that the only reason our first wife

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takes our advice, is just to prove how wrong we are.

* * *

Don LaRose of Food Giant tells us that money isn't everything—but it keeps you in touch with your kids!

* * *

Well, well, it looks like C. Chavez is going into the religion business again. He is going to boycott lettuce. So if your favorite preacher is not in the church some Sunday, he is probably out picketing.

* * *

Kids get smart fast: Mike Giancotti's and Bill Welch's assorted children, all six of them, found out that if you had your room key with you they could charge in the coffee shop at the Fontainebleau. We understand that Bill and Mike had to see Household Finance to get out of Miami.

* * *

It seems that we may have to quit our position as president of the Girl Watchers Society. If the girls go to the midi, what's to watch? Please, girls, stay with the mini so we don't have to quit.

* * *

Well what do you know. We were quoted in Trudy Leiberman's column in the Free Press on Sept. 21. At last my writing is being recognized. But dear Trudy, why

don't you get some facts straight before you take off on the food business?

Incidentally, Trudy, you say in your column that Mrs. Consumer has trouble figuring the cost of one item priced at 4 for 75¢. Honey, if she can't figure that one, she shouldn't be handling her husband's money.

* * *

Our man in Bangkok tells us that food stamps will be issued in \$5 denominations as of Dec. 1. Well, this should ease some of the headaches for food store operators.

* * *

Talking about food stamps, we see that GM strikers are going to be able to purchase food stamps. Looks like the taxpayer—through the U.S.D.A.—is financing a strike. Why doesn't the mighty UAW do it?

* * *

We have always wanted to dedicate a column to our friends who let us use their names, and to Ed Deeb for his Edeebnotes, and to my patient, understanding and loving wife, Leila, who is the finest lady we have ever known. Like one of our local chains says so well: "We love you!"

* * *

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

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!

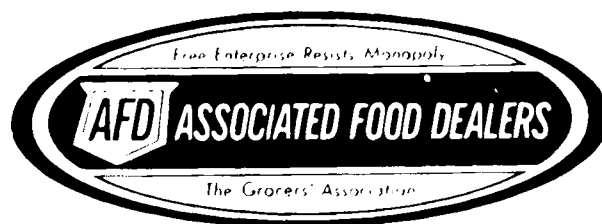
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Fisheries Council of the Great Lakes



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TAX TOPICS

Tax Advantages of Employee Incentive Plans

By MOE R. MILLER
Accountant and Tax Attorney

The following is a very broad outline of an extremely technical subject and is presented herewith in generalities, because specifics can be determined only on an individual case basis by qualified legal and actuarial counsel.

Profit-sharing and Pension plans are merely different types of deferred income. These plans must be qualified in order to receive the tax advantage, and an employer must be incorporated to qualify for tax advantage under Section 401 of the Code. Otherwise, if not incorporated, it is limited to H. R. 10.

TAX ADVANTAGE OF PLAN

- 1—Deductible by employer (a) stockholder employees may be included.
- 2—Not currently taxable to employees.
- 3—Funds accumulate tax free in Trust Fund—Section 501 (a).
- 4—Monthly payments taxed when and as received,

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but usually during the life period of double exemptions and limited income.

PROFIT-SHARING PLAN

- 1—Has a tendency to become a fixed obligation.
- 2—Employees prefer a definite retirement benefit rather than a benefit tied to profits over which they feel they have no control.
- 3—Union could require contributions to their pension plan in addition to Profit-Sharing plan.
- 4—Plan is easy to administer.

PENSION PLANS

- 1—Properly designed plan is extremely flexible and does not become a fixed obligation. (Deduction amount may vary from zero to maximum.)
- 2—Employees are provided with a "potential" retirement benefit by the initial plan.
- 3—Employer pension plans provide far greater benefits to employees than most union plans with less cost to employer.
- 4—Plan is more difficult to administer and requires the services of an actuary.

TRUSTEES AND TRUST INVESTMENT

- 1—Trust cannot loan funds to an employer without receipt of adequate security and a reasonable rate of interest.
- 2—Trust cannot pay unreasonable compensation to an employer for services rendered.
- 3—A trust may purchase stock in the employer corporation, but not for more than adequate consideration.
- 4—Trustees have extremely broad powers in the handling and investment of funds.

CONCLUSION

Tax sheltered programs should be considered by all corporations. Corporations have to have plans because of current labor market. Excellent tool for keeping key employees.

Only eleven (11%) percent of small corporations have plans presently, which plans are easy to amend or supplement and there is no better tax deduction for an owner available today.

H. R. 10—This plan is available to an unincorporated entity, (individual proprietors or partnerships) and is limited to ten (10%) percent of earnings or net profits not to exceed \$2,500 per individual. It is commonly referred to as the Keough Plan. Under the 1969 Tax Reform Act sub-chapter S, corporations are limited to the H. R. 10 plan.

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	874-6011
Independent Biscuit Co.	584-1110
Koepplinger'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
Schaefer Bakeries	293-5320
Silvercup Bakery	LO 7-1000
Taystee Bread	TY 6-3400
Tip Top Bread	TA 5-6470
Warrendale Baking Co.	271-0330
Wonder Bread	WO 3-2330

BEVERAGES

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

BROKERS

Acme Detroit Food Brokerage	581-0410
Allstate Sales-Marketing, Inc.	341-9461
Steve Conn & Associates	547-6900
Continental Food Brokerage	533-2055
Christensen Sales Agency	838-4474
Harris Crane & Company	538-5151
DeCrick & Maurer	822-5385
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Fin Brokerage Company	342-3535
Earl English Associates	546-5100
Food Marketers, Inc.	342-5533
Graubner & Associates	444-8400
John Huetteman & 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
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
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
Soain 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

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
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

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
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
L K L Packing Co., Inc.	TE 3-1590

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
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
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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
Square Deal Heating & Cooling	WA 1-2345

WHOLESALE, FOOD DISTRIBUTORS

Central Grocery Company	(1) 235-0605
Glacier Frozen Foods	962-8421
Grosse Pointe Quality Foods	TR 1-4000
Kaplan's Whlse. Food Service	WO 1-6561
Raskin Food Company	865-1566
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
United Wholesale Grocery	834-6140
Viking Food Stores	(616) 722-3151
Vlasic Food Co.	868-9800
Wayneco Wholesale Co.	894-6300
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Feb. 16, 1971 — AFD's Annual Food Trade Dinner and installation of officers. 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.)

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