Throne Changes at King Cole

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

S.S. Pierce Appoints Local Full-line Supplier

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

Specialty Foods Company
4222 E. McNichols Rd., Detroit Phone: (313) 893-5594
Call him soon. Or, call our sales representative,

DeCrick & Maurer, Inc.
13015 E. Warren Ave., Detroit Phone: (313) 822-5385

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

S.S. Pierce Co.
Boston Mass.
Phillips New DAGMR Prexy

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

Bennett New AFD President

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

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

1970 NAFR Resolutions

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

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

(Continued on Page 17)
The Sounding Board

To The AFD:

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

Ray Martyniak
Ray's Prime Meats
Trenton and Taylor

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

John A. Riley
Advertising Director
The Pontiac Press

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

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

Bethel Thompson
Koepplinger's Bakery, Inc.
Oak Park

The AFD is the Largest and Most Active Food Trade Association in Michigan.

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

Affiliated with the
NATIONAL ASSOCIATION
OF FOOD RETAILERS
Michael Giancotti, President
YOUR ASSOCIATION AT WORK

Review of AFD Involvement, Action Programs

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

JANUARY-FEBRUARY

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

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

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

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

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

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

MARCH

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

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

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

(Continued on Page 8)
The name of the game in the highly competitive food marketing business is existence.

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

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

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

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

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

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

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

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

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

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

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

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

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

BOB EVANS FARMS, INC., meat processor and distributor, 3776 S. High St., Columbus, Ohio; Phone (614) 491-2226.

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.

Memo from Faygo

by MORTON FEIGENSON
President

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

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

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

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

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

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

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

* * * * * * * * * * *

But Faygo is still not satisfied.

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

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

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

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

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

* * * * * * *
AFD PROGRAMS
(continued from page 5)

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

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

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

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

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

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

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

AFD member Ray Shoulders of Shoulders Market announced he would run for State Senator, as did Ted Mansour of Mansour's Markets, Flint for representative. The AFD urged Gov. Milliken to do something about the fraudulent government claims on "poisoned fish."
passing of ADC or welfare aid checks. The association also participated in Detroit Institute of Technology's Senior Class Picnic for inner-city children.

JULY-AUGUST

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


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

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

SEPTEMBER

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

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

OCTOBER

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

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

NOVEMBER

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

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

DECEMBER

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

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

By HARVEY L. WEISBERG

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

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

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

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

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

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

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

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

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

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

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

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

From These Fine

1970 Advertisers in THE FOOD DEALER Magazine

Air India  Hamm's Beer  P. F. Pfeister Company
American Bakeries  Hamtown Foods Company  S. S. Pierce Company
Aunt Jane's  Herrud & Company  Pitts Packing Company
Anheuser-Busch, Inc.  Hobart Manufacturing Co.  Prince Macaroni of Michigan
Archway Cookies  Holden Red Stamps  Procter & Gamble
Associated Brewing Company  Home Juice Company  Red Pelican Food Pdts.
Awrey Bakeries, Inc.  Paul Inman Associates  RGIS Inventory Service
Better Made Potato Chips  Interstate Marketing Corp.  Rose Exterminator Co.
Blue Cross-Blue Shield  Kaplan's Whlse. Food Service  Fred Sanders Company
Canada Dry Corp.  Kar-Nut Products Co.  Schafer Bakeries
Clark Equipment Company  Keene Pittsburgh-Erie  Schmidt Noodle Company
Coca-Cola Company  George Keil Associates  Sealtest Foods
Comp-U-Check  The Kellogg Company  Specialty Foods Company
Continental Food Brokerage  Kowalski Sausage Co.  Stroh Brewery Company
Crosse & Blackwell  Land O'Lakes  Superior Potato Chips
Darling & Company  Lepire Paper & Twine  Sylvania Electric Company
Del Monte Corporation  Liberty Paper Company  James K. Tamakian Co.
Detroit Bank & Trust Co.  Magnuson Food Products  Taystee Bread
Detroit Food Brokers Assn.  Mario Food Products  Tip Top Bread
Detroit Free Press  Marks & Goergens  Toledo Scales & Systems
Detroit News  McMahon & McDonald  Variety Nut & Date Co.
Detroit Rendering Co.  Melody Dairy Company  United Dairies, Inc.
Peter Eckrich & Sons  Michigan Hospital Service  United of Omaha
Fairmont Foods  Michigan Made Sugar  Ward Foods
Farm Crest Bakeries  Michigan Potato Industry Council  Wayneco Wholesale Co.
Farm Maid Dairy  Michigan Wineries  Wayne Soap Company
Faygo Beverage Company  Midwest Refrigeration  WCHB Radio
Frank Tea & Spice Co.  Mutual of Omaha  Wesley's Quaker Maid
Frito-Lay, Inc.  National Biscuit Company  White Star Dairy
Globe Slicing Company  National Brewing Company  Ira Wilson & Sons
Gohs Inventory Service  The Nestle Company  Wilson-Sinclair
Grocers Baking Company  Northland Food Brokers  Abner A. Wolf, Inc.
Grocers Daisy Company  Pepsi-Cola Company  Wonder Bread
Gulliver's Travel Agency  Peterson & Vaughan, Inc.  WPON Radio
Guzzardo Wholesale Meats  Peter's Sausage Company

And all AFD Member Firms — See Directory, Page 19

Associated Food Dealers — The Food Dealer

"Michigan's Largest and Leading Food Association"
A Truism: Detroiters Pay Less For Food!

By ALEX BELL

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

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

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

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

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

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

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

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

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

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

According to Eddie Acho, AFD's Treasurer, the shortest distance between a guy and a broad is a good line. Talking about Eddie, when Harvey Weisberg used the word "catharsis" at a recent meeting, it took us about five minutes to explain it to Eddie. Please Harvey, don't ever use "aphrodisiac" or it will take all night to explain that one!

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

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

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

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

DETROIT RENDERING COMPANY
SINCE 1850
SUPERIOR SERVICE -- TOP MARKET VALUES
1923 Frederick * Detroit
571-2500
"First We Render Service"

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

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

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

* * *

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

* * *

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

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

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

* * *

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

* * *

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

* * *

Note to Sol Shaye: What do you mean in your letter in the closing sentence, and I quote: “with kindest regards to your so much better half”? You must mean our first wife, and if she keeps hearing this kind of stuff, she may want an increase in her allowance.

* * *

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

* * *

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

* * *

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

* * *

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

TIME: 16 February, 1971 at 6:30 p.m.
PLACE: Raleigh House
EVENT: 55th Anniversary Party

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

* * *

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

"Best Wishes for a Prosperous and Happy New Year" from

[Image of holiday decorations]
Around the Town

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

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

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

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

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

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

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

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

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

Congratulations to AFD trustee Ray Martyniak of Ray's Prime Meats in Trenton and Southgate for the outstanding meat demonstration he gave at the recent NARGUS seminar in Chicago. Also attending from Michigan, was MSU's Ron Beech.
**INCOME PROTECTION**
Provides financial security when you’re disabled.

**PAYS YOU UP TO $500.00 A MONTH**
when you’re sick or hurt and can’t work. This is TAX-FREE CASH for you to spend entirely as you wish—food, clothing, your home or for other living expenses. Monthly “paychecks” can even be used to help pay extra hospital and doctor bills that accompany a serious disability.

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

**LIFE INSURANCE PROTECTION**
Gives your family the future financial security they need.

**PROVIDES UP TO $20,000.00**
in life insurance coverage for you plus up to $3,000.00 for your wife and $1,500.00 for each child. This plan is the ideal way to supplement your present life insurance estate or, it can serve as a foundation upon which you can build a comprehensive life insurance program.

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

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

---

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

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

Name_________________________________________ Age____________________

Address______________________________________________________________

City__________________________ State _________________ ZIP Code________
Merchandising

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

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

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

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

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

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

Membership in AFD Means More Action, Results!

Invitation to Manufacturers, Brokers

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

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

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

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

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

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

Wyler Cites Food Marketers

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

Youth Wins IGA Scholarship

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

New AFD Check Verification Service

A Real Money-Saver For Retailers!

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

Another Service of

ASSOCIATED FOOD DEALERS

Call or Write your Association Today!

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

Pierce Names Specialty Foods

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

NAFR Resolutions

(continued from page 3)

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

—NATIONAL ASSOCIATION OF FOOD RETAILERS
Helpful 1970 Tax Tips For Businessmen

By MOE R. MILLER
Accountant and Tax Attorney

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

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

With the cost of money ranging from 8 percent to 12 percent interest, deferring the outlay of money for taxes has a definite dollars and cents value. It may thus pay to try to shift income to 1971 even if that produces no tax savings.

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

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

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

2— The 2 1/2 percent surcharge will be dropped commencing with the year 1971.

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

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

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

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

7— Capital gains ceiling on long-term capital gains over $50,000 will go up from 291/2 percent to 321/2 percent in 1971. Corporate tax rates for 1970 and 1971 are the same except that for calendar year corporations the surcharge is 2 1/2 percent for 1970 and there is no surcharge for 1971.
AFD Coming Events

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

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