The Big Night That Was

Associated Food Dealers officers and directors strike proud, beaming smiles at the AFD's 54th Annual Food Trade Dinner held last month. From left, Treasurer Ed Acho, Vice-President Al Verbrugge, President Harvey Weisberg, Vice-President R. Jerry Przybylski and Trustee Sid Brent. (Story on Page 12)
You've got a lot to live

Count the good things in your life for a change. There are people to love and places to go and good times to have. So live, and make Pepsi-Cola part of it all. Pepsi...it's got a lot to give.

Pepsi's got a lot to give
Angry Merchants Appeal For More Crime Prevention

More than 150 concerned, angry and frightened food merchants and other industry representatives turned out recently to hear recommendations of the Detroit Police Dept. as to how crime can be better controlled and reduced. The conference, which was hastily called following a recent rash of murders involving grocers and other merchants was sponsored by the Associated Food Dealers, and held at the National Cash Register Company auditorium.


Insp. Bannon said that in order to help reduce crime, merchants must testify and prosecute known criminals. “If the retailer does not prosecute, he is hurting himself,” Bannon said.

Insp. Ricard and Lt. Greene gave recent statistics involving the amounts and types of robberies and homicides taking place. They also revealed the need for more judges, increased case load docket in Recorder’s Court, as well as leniency of sentences and gave figures.

According to Detroit Police statistics, 846 of the total 3,524 robberies involving businessmen alone in 1969 occurred in food stores. Of the 10,129 business burglaries in Detroit last year, 1,052 involved food stores. Of the 8,863 larcenies or thefts involving businesses last year, 1,034 involved food stores — big and small alike. (This was reported in the February issue of the Food Dealer magazine.)

According to 1969 figures of the Recorder’s Court, 7,455 criminals were arraigned, for an increase of 1,596 over the previous year, or 21.3%. Further, it was noted that 63% of all individuals arraigned had previous felony records and/or convictions. Of those arraigned, 33% were out on parole, probation or on bond for other cases.

In addition, it was revealed recently that 27% of those arraigned are involved in some kind of narcotics, but charged for other crimes. Also, more than 50% of all felons waiting time in County Jail have more than one warrant for different crimes.

During the question-and-answer session, merchants criticized the press for giving out home addresses when reporting crimes, and rapped the stall for time before trial of many cases, and growing crimes generally. Someone even suggested closing stores as a boycott against crime.

Ed Deeb, AFD executive director, assured those in attendance that the association was concerned indeed about the growing crime problem, and indicated the AFD board has a program outlined for action as soon as it is approved.
The Sounding Board

To the AFD:

In my opinion, the recent 54th Annual Food Trade Dinner of the Associated Food Dealers was the nicest trade affair I have ever attended. From the many people that I talked to, they all felt the same way. I feel we all owe a vote of thanks to Ed Deeb along with the other AFD officers who worked so hard to put together such a successful event.

Daniel L. Knopper
Danny's Super Markets
Detroit

Just a note of appreciation to the Associated Food Dealers, in particular, to Harvey Weisberg, Mike Giancotti and Ed Deeb, for taking time from their busy schedules to appear before the members of our association, Feb. 19. I feel the meeting was most constructive and accomplished a great deal. On behalf of the Detroit Food Brokers Association, we look forward to closer ties with the AFD.

James R. Scoggin
President
Detroit Food Brokers Assn.

I wish to take this opportunity to thank the AFD Grocers Week committee for selecting my theme, “Dedicated to Serve the Consumer and the Community in the Seventies,” as the official theme for the 5th Annual Grocers Week in Michigan campaign. Also, I would like to thank the Association for the beautiful color TV for which my family, including myself, are enjoying every minute.

Lou Brown
Cross & Peters Company

We certainly wish to thank the Associated Food Dealers for participating in our Career program here at Clark School. Our students enjoyed Ed Deeb’s presentation, and equally important, gained new ideas about the food industry. They have had class discussions about your careers and some are writing main ideas as part of their career portfolio. This type of interaction with our community is of real value. Thanks again from our staff and our students!

Mrs. Dorothy Fisher
Principal, Clark School
Detroit
AFD Officials Call For Stronger Broker Ties

Officials of the Associated Food Dealers appealed to the members of the Detroit Food Brokers Association for increased programs of mutual cooperation and unity, and called for endorsement of the Consumer Information Conferences the AFD had been requesting, and got it. Appearing in behalf of the AFD as guests at the monthly DFBA meeting were president Harvey Weisberg, chairman Michael Giancotti, and executive director Ed Deeb. (Mr. Giancotti is also current president of the National Association of Independent Food Retailers.)

Weisberg, whose talk centered around the programs of the association over the past year, reiterates some of the remarks he made at the recent AFD Food Trade Dinner, including the need to immediately institute con-

(Continued on Page 16)
Hate Mongers?

There was a time in this country when clergymen practiced the art of inspiring others to good works. There was a time when the cloth was respected and clergymen fought for justice of all kinds, in all ways, insisting on both sides of a story being told.

Focus: Hope, under the co-direction of the rebel priest, Fr. William Cunningham, who thrives on anything anti-establishment and who is magnificent when rationalizing only one biased view against grocers and supermarket operators, will once again conduct a massive food price survey this year.

“Focus” is in the process of trying to recruit an “army of 10,000 women” to once again take to the food stores to expose how merchants are supposedly “gouging” the public and “profiteering” the people of the ghettos while stashing away millions of dollars. Need we remind you of the first survey, and the one-sided reaction it received from most of the news media?

At any rate, we have yet to see the first millionaire come from ghetto grocery stores. And if you listened to any of the emotional presentations being made by Fr. Cunningham in behalf of Focus you could lose whatever respect you may have for clergymen and the cloth, particularly those of the rebellious variety who would rather unduly arouse people through innuendo and half-truths rather than to tell it like it is. And they seem to ignore other businesses, while discriminatorily zeroing in on food merchants. Very interesting to say the least.

Increased crimes as murder, burglary, vandalism and theft are simply not accepted by Fr. Cunningham, despite record-setting statistics regularly reported by police and the news media. He pays scant attention to the fact that insurance, if obtainable at all, costs up to 400% higher premium rates. He seems to care less that realtors rarely seek out the small retailer to major new shopping centers which are being built, or that banks are just as reluctant to loan money to a so-called ghetto merchant who generally wishes to rebuild, enlarge or remodel his store.

Can we believe that justice is no longer? Can we really believe that a priest is only telling part of the truth? Do we need a truth squad to follow clergymen around to assure the other side being told? We certainly hope Focus: Hope and Fr. Cunningham are above all this. We hope they are not hate mongers in disguise.
Around the Town

AFD legal counsel George Bashara Sr., is taking a needed vacation, following a brief stay in Henry Ford Hospital recuperating from an illness. He, his wife and daughter are spending a month in Lebanon.

* * *

Dave Grewe has been promoted to sales manager of Michigan Wineries, an AFD member, it has been announced by Tokiel Nielson. Grewe was formerly in the institutional sales department.

* * *

Mort Weisman Associates, an AFD member, has announced it has relocated its offices from Detroit to Southfield. The new address is 25820 Southfield Rd., Southfield, Mich. 48075. MWA's new phone is 354-1350.

* * *

A belated welcome to the food industry to Mrs. Arleen Arnold who is the consumer marketing information agent in Wayne County for Michigan State University. Arleen was formerly director of home economics for the Kelvinator division of American Motors. When the Kelvinator division was sold and moved to Grand Rapids, she took the MSU job.

* * *

Spartan Stores' Plymouth division, an AFD member, has launched its fresh meat program out of that warehouse. Director of the meat program is John Hartman. Lloyd Finch, who had once been connected with the Grand Rapids division is the head meat buyer at Plymouth.

* * *

Associated Brewing Company, an AFD member, has indicated that requests are running high for the new slogan stickers in connection with its new Big Mouth Beer introduction.

* * *

Speaking of breweries, Stroh Brewery Company, an AFD member, has introduced a special sales analysis program for its customers to help make ordering easier, according to sales manager Pat Fox.

* * *

Congratulations to P. F. Pfeister Company, an AFD member, for having been selected broker of the year for TreeSweet Products for the eastern region for the third straight year in a row. Keep up the good work, fellas.

* * *

Mort Feigenson, president of Faygo Beverages, an AFD member has announced that a million cases of its soft drinks moved through the Borman Stores warehouse during 1969.

* * *

Acme Detroit Food Brokerage has been appointed broker for Ben Hill Griffin, Inc., distributors of Orange Nip breakfast drink, for Detroit and Eastern Michigan.

(Continued on Page 16)
Farm Crest Promotions

Dee St. Dennis was elevated from city and suburban sales manager of the Farm Crest Bakeries division of Ward Foods, to general sales manager, it has been announced.

At the same time, John McAllister has been named to succeed St. Dennis as city and suburban sales manager. Robert Gerain was named restaurant supervisor of the Redford branch for Farm Crest, where he had been assistant manager.

The company also announced the introduction of “Frosted Tigers,” a new creme filled stick covered with a thin coating of chocolate, which comes in a multi-pak.

Sealtest Introduces Plastic Container

Sealtest Foods, an AFD member, has introduced a non-returnable, reusable plastic gallon container with a handle for its homogenized milk. Lou Denhof, sales manager, indicated that the consumer advantages are many, including convenient handling, leak-proof, resealable metal cap which seals off odors from refrigerators. He said acceptance so far has been “extremely good.”

Notice To All Merchants!

Stock Big This Year for The Jewish Holiday, Passover!

White Star Sour Cream, Cottage Cheese and Farmer's Cheese will be in heavy demand this season and all holiday seasons. Contact your regular dairy distributor, or:

White Star Dairy
585 Kenilworth
Detroit, Michigan
Phone TO 8-8655

Raskin Food Company
15391 Idaho
Detroit, Michigan
Phone 865-1566

Buy U.S. Savings Bonds and new Freedom Shares
Maybe it's time you invested in a little real estate.

Like America.
In a sense, that's what you're doing when you buy U.S. Savings Bonds. Investing in the traditions that made America great.
And providing the economic strength it takes to keep the system going—to build highways, to improve schools, to eliminate slums—the things that need doing to keep America great.
Does the investment pay off? You bet it does. You and millions of other Americans reap the benefits of your Bond investment . . . and you personally reap a monetary benefit when your Bonds reach maturity.
All because you've made America a better place to live. Isn't it worth it?

Take stock in America
Buy U.S. Savings Bonds
Conferences Will Combat ‘Negative Consumerism’

By HARVEY L. WEISBERG

I would like to reiterate some of the remarks I stressed at our recent installation dinner we held last month. Consider the impact and meaning of the following headlines:

“Seven Grocers Killed in Robberies in the Past Six Weeks.”
“Consumer Protest Rising Food Costs.”
“Food Industry Manufacturers Charged with Deceptive Packaging.”

These headlines, and more accurately, the stories behind them, reflect the effort by consumers, government officials, the news media and even our own food executives to take positions instead of focusing on solving the serious problems that are involved. Various segments of our society and even our industry seem to be more concerned with finding someone else to blame than with identifying the real causes of the problems and with cooperating to reduce or eliminate them.

The result is more and more negative conflict: causing further dissension within the industry and the country at a time when it is critical for us to develop ways of building better cooperation, coordination and unity to deal with the many problems facing all of us.

Let’s take the first example involving headlines on crimes affecting us. Murders and injuries of food merchants and drivers delivering grocers are causing more retailers to go out of business, more managers and drivers to look for jobs in other industries, and insurance companies to raise their premiums. And, depending on who is speaking and who the audience is, the blame for the higher crime rate is placed on the shoulders of the merchants themselves for failure to testify or prosecute; the police, for failure to take quick forceful action with offenders; the City Council or Legislature for failure to pass proper laws on firearms; the Prosecuting Attorney’s office for reducing charges or failing to issue warrants; and Judges for handing out penalties or sentences that are too lenient.

One segment of the community is trying to shift responsibility to another, as if a specific group were causing the crime problem. Instead of this useless “buck-passing,” what we need is the cooperation of all segments in identifying the real causes of our crime problem and in pooling our efforts to reduce it and cope with it more effectively.

My second headline example above concerned consumer protest of the rising cost of food. Consumers buy more food than any other products, and are more sensitive to rising prices or inflation on their food budget than on any of their other purchases. The news media politicians and government officials are too quick to make us the scapegoats.

The articles in recent issues of the Free Press on “Where Did All the Money Go?” are good evidence of the point I’m making. Discussions and articles usually point up and complain about the higher costs without ever identifying, let alone explaining the many causes or factors to blame and the result is everyone assumes the food manufacturer or merchant is getting rich at their expense.

This has led to consumer boycotts and protests like those we had in recent years, and to government investigations and new government agencies which have resorted to fire-fighting tactics in the hope of reducing some of the emotions and pressure produced by inflation, which is pinching everyone’s pocketbook.

Instead of sitting down to reason together and to work out some action steps which can be taken together by management, labor, government and the consumer, we each seem to be more preoccupied grinding our own...
axes and blaming “the other guy” and inflation goes on with little accomplished to effectively reduce or stop it.

NEGATIVE CONSUMERISM

Another problem we’ve all witnessed during this past year is that of negative consumerism. By that term, I am referring to the protests and complaints being made by your customers which represent their taking sides rather than trying to help solve our mutual problems.

I am also referring to the term to the rash of new government laws, regulations and controls related to packaging, pricing and advertising products sold in food stores — which are coming into existence in part as a response to the consumer protests and complaints. They help create the impression that something is being done about the problems, even if the action taken only treats the symptoms and creates new problems and national disunity in its wake.

For example, the consumer beef boycotts late last summer were staged to bring down the price of meat. However, such action really only expresses the anger and unhappiness of housewives but does not do anything to eliminate any of the real causes for the high price of meat. It may also, as was true in the case of the beef boycott, cause the government to come up with new regulations such as that on the fat content in hot dogs, which does not solve the high meat price problem, and it probably even raises the cost and price on hot dogs.

NEW REGULATIONS

Another example of the adverse effect of negative consumerism can be seen in the proposed regulations of the Federal Trade Commission on supermarket advertised specials. The proposed regulation would make advertising of specials when the product is not in stock a deceptive and unfair business practice.

We can understand that all customers have the right not to be deceived, and they are justifiably irritated if a market runs out of an advertised special. However, traditionally our industry has avoided the thought or charge of deception by giving our customers a rain check entitling them to the merchandise at the advertised price later.

Again, the proposed regulation will not solve the problems of guaranteeing product availability, and in reality, probably cause merchants to discontinue the use of specials, rather than run the risk of violating any law.

CONSUMER INFORMATION Conferences

So far, I have tried to briefly discuss a couple of problems which particularly affect us in the food industry. My purpose is to provide some background so you could better understand why we need to work together to take positive industry-wide and even community-wide action at this time. We are not interested in taking sides or finding someone else to blame. We are interested in suggesting ways in which all of us can cooperate to help reduce and solve some of our problems.

The Associated Food Dealers feels the answer lies in sponsorship of three of four Consumer Information Conferences, in cooperation with DAGMR, Detroit Food Brokers Association and the Food Council during the coming year. The purpose would be to provide an opportunity for dialogue between the food industry and various consumer groups and the news media to help create a better understanding of problems and programs in the food industry. Depending upon the area to be discussed, invitations could also be extended to representatives of government agencies, educational institutions, and other organizations whose members might be interested.

Some of the specific topics which could be on the agenda for such a conference are as follows:

- Explanations on some of the causes for rising food prices, whether the food is meat, dairy products, fruits or vegetables or other articles the customers buy in our stores.
- We could discuss some of the factors cutting into the profits of retailers, brokers, and manufacturers, such as increasing pilferage, check losses, shrinkage in meat, produce and baked goods, higher costs of convenience foods, as non-returnable bottles and packages with individual servings, etc.
- Review some of the innovations and changes being introduced in the food industry to help combat and retard inflation, and also to help improve the quality of merchandise and services being offered to help the consumer get more value for her food dollar.
- Complete background information and therefore a better understanding of such issues as the Grape Boycott.
- Help supply information on budget-buys to help customers stretch their food dollar and still get the nutritional food they need.
- Help make the public aware of the salaries, fringe benefits, and excellent career opportunities available in the food industry so they can help interest their youngsters in the many positions available to them.

Articles on the Consumer Revolution in The Detroit News recently helped point up the need for business to respond constructively to consumer needs and complaints.

Other areas we can cooperate in is research and innovation, sanitation, and purity of products, social and political problems, etc.

The new kind of cooperation we require is one that takes into account the integrated nature of our business, and its basic purpose — getting food produced and distributed to our customers at the lowest possible cost. Farming, manufacturing, wholesaling and retail are ALL essential parts of one food distribution system. They are inter-related and inter-dependent!

I highly recommend that we continue even more aggressively to get representatives of all associations and all segments to meet and discuss ways of eliminating inefficiencies which will provide savings that will benefit everyone.
AFD’s Food Trade Dinner Highlights Grocers Week

The 54th Annual Food Trade Dinner of the Associated Food Dealers held recently at the Raleigh House, Southfield, was hailed by food industry leaders as “a smashing success.” With some 1,100 persons in attendance, it was the largest crowd ever to attend a food association function in Michigan, and far surpassed last year’s turnout.

In addition to the interesting talk given by AFD president Harvey L. Weisberg (see his column, Page 10), Wayne County Circuit Judge Thomas Roumell was on hand to formally install the AFD officers and directors, being assisted by Probate Judge George Bashara Jr.

Executive director Ed Deeb spoke briefly on crime involving businessmen, and what could be done to aid victims of crime. Following the program, those who attended were treated to the Speakeasy Capers Review, which was followed by dancing to the music of the Danny Baker Orchestra.

A highly successful event as this, which required so much planning, cannot go without proper acknowledgements. The AFD extends its sincerest thanks to the Pepsi-Cola Company for once again hoisting and sponsoring the cocktail hour; to Michigan Wineries for supplying the tasty wines at the tables; to Koepplinger’s Bakeries, Pepsi-Cola, Darling & Company, Detroit Rendering Company, Wayne Soap Company and Abner A. Wolf, Inc. for helping to co-sponsor the banquet.

Thanks also to the following companies who sponsored the evening’s entertainment: Borden Company, Faygo Beverages, Frito-Lay, Grosse Pointe Quality Foods, Darling & Company, Detroit Rendering Company, Wayne Soap Company, and Abner A. Wolf, Inc. for helping to co-sponsor the banquet.

Also, our thanks to the Pontiac Press and Schafer Bakeries for providing the color TV sets, and Holden Red Stamps, Boyle-Midway and Medallion Brokerage for providing other prizes given out; and to Robert Bowlus Sign Company for the lovely and attractive signs and poster for the event.

The Association members and directors are truly grateful to you and all companies and individuals who attended the big annual celebration. It was most appreciated.

It should also be mentioned that Lou Brown of Better Made Potato Chips was the winner of the color TV set for winning the association’s Grocers Week Theme Contest. His theme: “Dedicated to Serve the Consumer and the Community in the Seventies.” Some 178 entries were formally submitted to the AFD.

Other prize winners included Leo Krause of Kar Nut Products Company, Ferndale; Robert Freeman, Hollywood Super Markets, Troy; Skip Byrne, Food Town Super Markets, Pontiac; Najib Karmo, Big Star Market, Detroit; Robert Drakos, Marathon Linen, Detroit; and Ron Barnard, Food Town Super Markets, Clarkston.
AFD FOOD TRADE DINNER
54th Anniversary
A CAMERA-EYE’S VIEW
Did You Know Jay Welch Does Crosswords With Pen?

By ALEX BELL

Well, that wuz a helluva party... we mean the 54th Annual Food Trade Dinner and installation party at the Raleigh House last month. Now, Deeb, what do you do for an encore? We will give you a hint: cut out the floor show and stick with a good dance orchestra! After all, a terrific dinner and program should be followed by more music, dancing and socializing.

We understand that traffic was so heavy on Telegraph Road that Sammy Lieberman was personally out on the street directing cars into the Raleigh House lot, and Sammy is not accustomed to hard work!

And thank you, Faye, for all your help too!

We noticed that our old friend “Brownie” of Eastern Poultry Company had a full table again this year at the party which is more than some of my good friends did. Hello, Harvey T.!

After a very learned and enlightening discussion with Wayne County Circuit Judge Tom Roumell, we discovered the fact that Goody Goodman of Toledo Scale could be sued for wearing hair under false pretenses. So watch out, Goody, we are preparing a suit as of now.

We understand that a well-known local college will be offering a new course next semester. It will be called Sex, Drugs and Treason.

Don’t worry if you miss your wife’s birthday. You will catch it later!

Now we will go the Walter Winchell route on this one: Which well-known Detroit broker was up at Boyne Mountain free-loading a few weeks ago? Velly interesting.

It is a real pleasure to see George Bashara Jr. growing so much in stature between and at every affair the association has. Keep it up, George, and your election will be a breeze.

Denny who????

We wonder if it is only a coincidence that man’s best friend can’t talk.

So the Chicago Seven are out on bail. See what happens to you if you happen to get a rap.

* * *

Lest we forget, it was a pleasure to see our old “gopher” Joe Tagliavia at the affair. Joe, a former AFD director of Dan-Dee Markets, used to go for our drinks and sandwiches at SMI. He must be getting old since he never offered to get one drink for this old man. Shame on you, Joe.

* * *

It is being told around town that our buddy, Jay Welch of Hollywood Super Markets, is so sure of himself, that he does crossword puzzles with a pen.

* * *

Our child bride just returned from Florida with a new hairdo, and it looks like her parole came through just as the warden pulled the switch.

* * *

Hey, Don T. . . . What was that in your Food News issue of Feb. 16? The white flag of truce, or the red flag to the bull? Just a little advice: we have been in the association business a lot longer than you may think and we have seen these attempts many times and nothing has ever come of them. So now is the time? Two years ago proposals were made at a meeting of AFD and MFDA directors in Detroit, remember? Wha Hoppen??? So who needs NARGUS?

* * *

Why doesn’t President Nixon stop the Vietnam “police action” and bring our boys back from Canada?

* * *

There were rumors around town that Al Weiss of United Dairies was losing his route, but we understand as of now everything is OK. You can’t get a good milk man down!

* * *

Well, well, we understand that Ray Martyniak paid his doctor and his Blue Cross and took off for Aspen (that’s in Colorado for you non-ski fans) for another shot at skiing. This guy has to be a nut! . . . especially after the last time.

* * *

Maybe Eddie Acho will be a good treasurer after all. He told us that any association surplus cash will be spent for booze and broads. (Edeebe note: don’t you believe it Acey, at least not while I’m watching.)

* * *

Heard about the character who was in front of a judge for rape? Well, the judge asked him: “How do you

(Continued on Page 16)
INCOME PROTECTION
Provides financial security when you’re disabled.

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

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

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

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

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

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

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______________
"DISTRIBUTOR of the Month" award-winner for National Brewing Company, an AFD member, recently, was Vic Wertz Beer Distributors of Mt. Clemens. Former Detroit Tiger star Vic Wertz, above right, is shown receiving plaque and citation from Allan Lembitz, National vice-president of the midwestern division.

Two New Supplier Members Join AFD

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

CHARLES MASCARI & ASSOCIATES, food brokerage and distributor of Bravo macaroni products, 833 Tanglewood, Madison Heights, Michigan 48071; phone 585-6145.

CARLING BREWING COMPANY, brewer and Mich. 48734; phone (517) 651-6161 in Frankenmuth; and 834-7170 in Detroit.

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

ALEX BELL

(Continued from Page 14)

plead?" The prisoner answered: "Insanity." The incredulous judge repeated: "Insanity?" The prisoner replied: "Yeah, I'm just crazy about that stuff." (Edeebnote: Like they've been saying, Al, you're a dirty old man.)

* * *

Peterson & Vaughn food brokers are really on the ball. We understand that their boys (and girls) alone sent in about 150 theme suggestions for our recent Grocers Week contest. Man, that's really showing enthusiasm!

* * *

We never claimed to be a writer, but we do indeed have "chutzpah."

* * *

Dear John, that's all she wrote.

—ACB

AFD Calls For Stronger Ties

(Continued from Page 5)

sumer conferences or dialogues to help explain the economics of the food industry, and the various other programs undertaken by the AFD in 1969, as opposition to the boycott of California grapes, the AFD food course at Wayne State, dialogue with police and government officials, and so on.

Giancotti spoke of the various national issues he and NAIFR have been working on during the past six months, including a program to expose the dual pricing system taking hold in New York, calling for the use of Social Security cards to be used as federal identification cards, finding ways to hold consumers responsible for stealing shopping carts and so on.

He said NAIFR was recently invited to Washington by President Nixon to participate in the launching of a food industry segment of the National Alliance of Businessmen project to find jobs for the hardcore unemployed. Giancotti said his national organization represented over 18,000 merchants and associations in 37 states.
Grocers and supermarket operators throughout Michigan came on strong to celebrate the 5th Annual Grocers Week in Michigan, sponsored by the Associated Food Dealers, with window posters (below) and wire hangers provided by Campbell Soup Company. AFD director Phil Saverino, above right, and son Frank, adjust an overhanging sign.

State Senator Sander Levin, left, is greeted at the AFD's 54th Annual Food Trade Dinner and Installation by president Harvey Weisberg, center, and director Thomas Violante, right. Sen. Levin was one of many dignitaries who attended the big event, which highlighted the Grocers Week celebration.

SIGNS proclaiming “Grocers Week” overlooking Detroit’s freeways helped fanfare the big week-long festivities. The General Time Company carried the above message on its electric sign overlooking the John Lodge Freeway.

The Test Of Time...

88 Years Of Successful Service

To Slaughter Houses, Wholesale & Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

Darling & Company

3350 Greenfield Road
Melvindale, Michigan

P O. Box 329
Main Post Office
Dearborn, Michigan

Allied Member
TAX TOPICS

Highlights of the '69 Tax Reform Act for Individuals

By MOE R. MILLER

Accountant and Tax Attorney

The 1969 Tax Reform Act is the most wide-ranging and complicated tax law in U. S. history. It started through Congress with the goal of ending or minimizing many specialized tax shelters, tax breaks and tax preferences. But the final law wound up as a combination of tax relief, tax reform and new tax breaks. The main areas of tax relief will take several years to become fully effective.

Executives, professional men and others with high earned income will get a special tax break for taxable years beginning after 1970. Their earned income won't be taxed at a rate higher than sixty (60%) percent for taxable years beginning after 1970 and before 1972, and not higher than a fifty (50%) percent rate for taxable years after that. These rates will apply to earned income no matter how large the individuals earned income may be.

The income tax surcharge, which has been in effect at a ten (10%) percent annual rate since April 1, 1968 for individuals and which was scheduled to expire on December 31, 1969, has been extended at a five (5%) percent annual rate until June 30, 1970. Since the five (5%) percent surcharge applies only to the first half of 1970, the surcharge for the entire year 1970 is two-and-one-half (2½%) percent for a calendar year taxpayer.

The standard deduction at ten (10%) percent of adjusted gross income up to a maximum of $1,000 remains the same through 1970, but both the percentage and maximum are increased after 1971, as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>10%</td>
<td>$1,000</td>
</tr>
<tr>
<td>1971</td>
<td>13%</td>
<td>$1,500</td>
</tr>
<tr>
<td>1972</td>
<td>14%</td>
<td>$2,000</td>
</tr>
<tr>
<td>1973</td>
<td>15%</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

All personal exemptions will be raised to $625 for 1970 and by steps to $750 in 1975, in the following four stages:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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<tbody>
<tr>
<td>1970</td>
<td>$625</td>
</tr>
<tr>
<td>1971</td>
<td>$650</td>
</tr>
<tr>
<td>1972</td>
<td>$700</td>
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<tr>
<td>1973</td>
<td>$750</td>
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</tbody>
</table>

Children can now receive a substantial amount of income tax free. A child can deduct a personal exemption for himself on his own return, plus a low-income allowance, plus a $100 dividend exclusion. This will enable the child to earn or receive $1,800 a year completely tax-free.

Income averaging will be liberalized and made much easier. Income averaging is an elective method of computing income tax by individuals, who has unusually large income in the current taxable year, as compared to the four preceding years. In general, before the 1969 Tax Reform Act if an individual's base period income exceeded his average base period income by 133⅓% and the excess amounted to $3,000, he could elect to have the excess taxed at the lower rate. The 69 Tax Reform Act eases these restrictions in two respects:

1—The 133⅓% figure is lowered to 120%.
2—Averagable income now includes capital gains, all income from gifts and bequests.

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 INDEPENDENT FOOD RETAILERS
Michael Giancotti, President
**Support These AFD Supplier Members**

<table>
<thead>
<tr>
<th>ACCOUNTING, INSURANCE</th>
<th>BAKERS</th>
<th>BEVERAGES</th>
<th>BROKERS</th>
<th>MANUFACTURERS</th>
<th>MEAT PRODUCTS, PACKERS</th>
<th>SPICES AND EXTRACTS</th>
<th>STORES AND EQUIPMENT</th>
<th>WHOLESALE FOODS</th>
<th>NON-FOOD DISTRIBUTORS</th>
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<tr>
<td>358-4000</td>
<td>547-6620</td>
<td>925-0300</td>
<td>581-0410</td>
<td>857-3150</td>
<td>923-3500</td>
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<td>965-1295</td>
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<td>857-7670</td>
<td>341-9641</td>
<td>64-7600</td>
<td>531-0300</td>
<td>574-6900</td>
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<td>834-7231</td>
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<td>925-2810</td>
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<td>838-5151</td>
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<td>533-2055</td>
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<td>898-1900</td>
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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