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)
Comp-U-Check
Is Pleased To
Announce We
Now Serve The
Associated Food Dealers
of Michigan

COMP-U-CHECK, INC.
19225 W. Eight Mile Rd.
Detroit, Michigan 48219
Phone (313) 255-2800
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 Koepplinger'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)
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.

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

Affiliated with the
NATIONAL ASSOCIATION
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 whole­
saler 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 every­
one may profit, it is a definite boost to one's ego to re­
cieve “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 Coun­
cil, 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 fol­
lows:

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 South­
field Road, Southfield, Mich. 48075; Phone 352-8410.

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

These new members and all AFD supplier and serv­
ice 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

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!
'Tis the season to be jolly ... stock and display
Archway Holiday Cookies.

Write or call SWANSON COOKIE CO.
Battle Creek, Michigan
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 disinterested 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. Korpal 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 associated 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.

Ants?

NFBA Appoints Four to Committees

WASHINGTON—G. Clifton Pearson, 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.
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.

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.

Clextion New Health Chief

Dr. William Clextion, 43, a veterinarian with a master's degree in public health, has been named acting commissioner of the Detroit Health Department. Clextion, 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.
IT REALLY ISN'T CHRISTMAS WITHOUT THEM.

Use Christmas Seals.
It's a matter of life and breath.

Fight emphysema, tuberculosis, air pollution.
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.

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.
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_________________
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 Matuzewski 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 girm 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.

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 Pulizer 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 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).

Hey, 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 Grammaw 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
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!

Write or Phone

Fisheries Council of the Great Lakes

33 Vernier Road Grosse Pointe Shores, Michigan 48236 • AREA 313 884-3980
Associated Food Dealers

MEMBERSHIP APPLICATION

Firm or Store Name __________________________________________________________

Owner or Chief Officer ______________________________________________________

Address _________________________________________________________________ Phone __________________________

City __________________________ State __________ Zip Code ______________

CHECK ONE: □ RETAILER □ BROKER □ MANUFACTURER □ JOBBER □ OTHER

□ WHOLESALER □ OTHER

RETAIL DUES BRACKET
(Check one)

----- Volume $200,000 or less annually ......... $25 per year

----- Volume $201,000 to $500,000 annually .... $50 per year

----- Volume $500,000 or over annually ...... $75 per year

NOTE: Add $10 for each additional store of a group.

----- SUPPLIER MEMBER DUES .......................... $50 per year

Recommended by: _________________________________________________________

By belonging to the Associated Food Dealers, you become a part of the largest food distribution association in the State of Michigan, and one of the largest in the nation. Now more than ever, retailers and suppliers alike should join and support their association. The AFD is the "voice of the industry." Are you on the action team?

Fill Out, Then Mail To:

ASSOCIATED FOOD DEALERS

"Michigan's Action Retail Food Association"

434 W. Eight Mile Rd. • Detroit, Mich. 48220 • Phone 542-9550
ORANGE JUICE
A Product of Home Juice Co.
Phone 925-9070

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

RED PELICAN FOOD PRODUCTS
WAlnut 1-2500 — Detroit

PICNIC PARTNERS
HAMTOWN'S
Potato Salad, Macaroni Salad
For Prompt Service Call
SPECIALTY FOODS CO. - 893-5594

FOR A PICNIC OF PROFIT
FEATURE THE FINEST

WILSON'S CERTIFIED
Main Meal Meats
Requires No Refrigeration
Corned Beef - Turkey
Roast Beef - Roast Pork
Phone 313-863-7577

FOR EXTRA SALES
AND EXTRA PROFITS
DISPLAY

FOR EXTRA SALES
AND EXTRA PROFITS
DISPLAY

TIP TOP
Enriched
HAMBURGER
& HOT DOG ROLLS

WARD FOODS, INC.
TA 5-6470

Display These Items
For Added Sales, Profits
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, 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.
AFD Coming Events

Feb. 14-20, 1970 — “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. 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.)