



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

DECEMBER, 1971



William Bennett, 1971



Allen Verbrugge, 1972-?

Verbrugge New AFD President

Under the direction and leadership of Quik-Pik's William Bennett, the AFD continued its rapid growth in size, stature and accomplishments. In 1972, the president's gavel is turned over to Allen Verbrugge of Verbrugge's Markets, who promises to keep the AFD on the move.

Year in Review — Page 3



Pepsi-Cola
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YOUR ASSOCIATION AT WORK

The following is a year-end review of the numerous major action programs, projects and involvement of the Associated Food Dealers during 1971. It also includes some of the major developments which occurred in and affect our industry. The report was compiled by AFD president William Bennett and executive director Ed Deeb.

JANUARY

The year 1971 was unofficially kicked off Jan. 4 with an early hearing called by the State Legislature to discuss the controversy of one-way versus returnable containers at a Detroit meeting. The hearing was jammed with industry people to protest the proposed ban of one-ways in Michigan. The AFD was one of several groups and persons who testified at the hearing. The newly-formed Michigan Council for Convenience Packaging held a news conference the same day to announce its formation. Robert Schiffer of the Michigan Brewers Association was elected its first acting chairman, followed by Robert Healy at the helm. Walter Voss of Vernor's was elected a vice-president, while Ed Deeb of the AFD was elected secretary.

Jan. 5-6 the AFD held its two-day seminar, "Managing For Profit," in cooperation with Michigan State University. DAGMR's Inaugural Ball, which saw Howard Phillips of Kar-Nut accept the reins as the group's new president, was held Jan. 9. Robert Reeves, then of George Keil Associates (and now of his own brokerage), was elected president of the Detroit Food Brokers Association.

The AFD participated with and on Mayor Gribbs' Task Force on Hunger and Malnutrition. AFD executive director Deeb was the featured luncheon speaker before the Royal Oak Optimist Club; and the dinner speaker before the Episcopal Church Women's Club at Christ Church, Detroit. The AFD also participated this month

in the Detroit Home Economics Association consumer show at Marygrove College.

Participated in the meeting of MCCP held at the Michigan Brewers Association headquarters to help map out industry's solution to pollution and solid waste, and suggested recycling as the answer. Ed Deeb was named to Mayor Gribbs' Task Force on Inner City Commercial Development. At the request of two AFD members (Vergote's Poultry and Verbeke's Poultry), the AFD questioned on-premise fulltime inspection of USDA inspectors, a \$12,000 per year job which was intended for high volume processors, not small retailers. Later, USDA agreed with the AFD, and with the assistance of Rep. Lucien Nedzie, removed the inspectors from both stores.

FEBRUARY

AFD's Ed Deeb journeyed to Bay City and debated the question of why society should not ban one-way containers, appearing at Delta College's station, WUMC-TV. William Bennett of Quik-Pik Food Stores was elected the new president of the AFD, succeeding Harvey Weisberg of Chatham Super Markets, who was elected chairman. The following new directors were elected: Jerry Yono of Imperial Market, and Wilson of King Cole Super Markets (who succeeded the former owner, Ben Rubens).

Conducted the Associated Food Dealers' 6th Annual "Grocers Week in Michigan," a statewide promotion sponsored by the AFD in behalf of the state's food industry. Gov. William Milliken issued a proclamation to that effect, as did most of the Mayors of Michigan cities. Highlight of the week-long celebration was AFD's 55th Annual Food Trade Dinner, held Feb. 16 at the Raleigh House, with over 1,200 food field persons attending, again setting a new attendance record for the 4th consecutive year. Installing the officers was Wayne County Circuit

Judge Roland Olzaark, being assisted by Probate Judge George Bashara Jr. AFD directors Omer Gagne and Alex Bell co-chaired the week's activities. In honor of the occasion, Detroit Mayor Gribbs presented a special certificate of appreciation to the AFD for service to the community.

Ron Leach was named the new chief of the Michigan Department of Agriculture's food inspection division. Farmer Jack Markets unveils "Open Book," a unit-pricing concept, following a similar move earlier by Chatham Super Markets.

James Doman of Wilson Brokerage Co., Saginaw, was elected the new president of the Grocery Manufacturers' Representatives of Eastern Michigan.

United Dairies announced it had acquired Glacier Frozen Foods Co. The AFD executive director spoke at the luncheon of the Royal Oak Lions Club.

Participated in a press briefing with *The Detroit News* Feb. 12, on the subject of one-way containers and the movement toward recycling of waste material, along with other groups. A similar meeting was held with WJBK-TV a week later. AFD's Ed Deeb spoke before the Detroit Agriculture Club at its meeting at Carl's Chop House.

MARCH

The AFD formally issued its public position paper against any move to ban one-way containers. The Canadian Consulate in Detroit praised The AFD and *The Food Dealer* for the thorough information it keeps and provides in the food industry.

term of service with Spartan Wrigley Super Markets steps up its public relations campaign to lure shoppers, while re-naming its K-Mart units "Wrigley." The move prompted all major supermarket chains to step up their promotional activities. Before it was over, a major tooth-and-nail

(Continued on Page 11)

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EDWARD DEEB, *Editor*

MRS. CHERYL McWILLIAMS, *Office Secretary*

MRS. CONNIE BROWN, *Insurance Secretary*

Officers — 1971

WILLIAM BENNETT, <i>President</i>	
Quik-Pik Food Stores	Detroit
HARVEY L. WEISBERG, <i>Chairman</i>	
Chatham Super Markets	Warren
MIKE GIANCOTTI	
<i>Chairman, Executive Committee</i>	
Auburn-Orchard Super Markets	Utica
ALLEN VERBRUGGE, <i>Vice President</i>	
Verbrugge's Food Market	Grosse Pointe
J. OMER GAGNE, <i>Vice President</i>	
People's Super Markets	Pontiac
RAY MARTYNIAK, <i>Vice President</i>	
Ray's Prime Meats	Trenton
EDWARD ACHO, <i>Treasurer</i>	
J-A Super Market	Detroit

Trustees

PHIL LAURI, <i>Chairman</i>	
Lauri Bros. Super Market	Detroit
ALEX BELL, Village Food Market	Grosse Pointe
SIDNEY BRENT, Kenilworth Market	Detroit
LOUIS GEORGE, Mayfair Super Market	Detroit
DON LaROSE, Food Giant Super Markets	Hazel Park
JAY WELCH, Hollywood Super Markets	Royal Oak
AL WYFFELS, Albert's Fine Foods	Detroit
EDWARD DEEB, <i>Executive Director</i>	
GEORGE BASHARA, <i>Legal Advisor</i>	

Directors

LAFAYETTE ALLEN—Allen's Supermarkets	Inkster
WILSON BOYD—King Cole Super Markets	Detroit
SAM COSMA—Atlas Super Market	Pontiac
REUBEN COTTLER—Dexter-Davison Markets	Oak Park
JACOB GRANT—Farmer Grant's Market	Ann Arbor
SID HILLER—Shopping Center Super Markets	Southfield
JACK HAMADY—Hamady Super Markets	Flint
GEORGE JERRY—C. Jerry's Super Markets	Port Huron
THOMAS JOSEPH—Joseph's Market	Detroit
F. A. KENNEDY—Polly's Super Markets	Jackson
DANNY KNOPPER—Danny's Super Markets	Detroit
FRED LEVEY—Lindy's Super Markets	Detroit
MOYED NAJOR—Publix Super Market	Detroit
SABAH NAJOR—Lucky Strike Super Market	Detroit
JAMES PEABODY—Peabody's Market	Birmingham
R. JERRY PRZYBYLSKI—Jerry's Butcher Shoppes	Wyandotte
PHIL SAVERINO—Phil's Quality Market	Detroit
LOUIS VESCIO—Vescio's Super Markets	Saginaw
THOMAS VIOLANTE—Holiday Super Market	Royal Oak
JERRY YONO—Imperial Quality Market	Detroit

The Sounding Board

To the AFD:

Thank you very much. Four words which are often used, but ones that cannot be overused to say how grateful we all are for the contribution the Associated Food Dealers made in helping us here at Project Alternative have a REAL Thanksgiving dinner for the young men in our program. The spirit of the AFD and the contribution of products by your members have been of great value and incentive to us as well as the young men we service.

Thomas Dukes, Jr.
Project Alternative
Hannan YMCA Branch, Detroit

Many thanks to your Ed Deeb for speaking before our graduate home economics class, and thanks also for the comments which appeared in his editorial column about the need for smaller product sizes. Such cooperation helps us all: our department, the consumer, and the clientele of the food dealers.

Mary Jane Bostick
Dept. Family & Consumer Resources
Wayne State University

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Kalamazoo 616/ 345-7729

Lansing 517/ 482-8600
Muskegon 616 726-4654
Saginaw 517 792-8271
Traverse City 616 947-6278



ED DEEB

OFF THE DEEB END

The Environment

One of the subjects which became one of the hottest political issues during the past year was ecology and the environment.

Congress, and most of the state legislatures around the nation, including the one in our own state, introduced several measures dealing with the environment.

One of the most popular measures which affected and concerned our industry was the move to ban one-way beverage containers, simply because, most said, there was too much litter (another issue, yet) on our highways and we want it stopped.

Well, the issue concerning one-way versus returnable bottles is simply not that cut-and-dry. By now, surely most governmental representatives and agencies realize that industry has put its best foot forward in an effort to develop the expertise and know-how in order to recycle and reuse solid waste and preserve our natural resources.

We of the AFD and industry refer to it as developing a "total systems approach" to the problem, which is long-term in nature. Laws banning one-way containers in and of itself are very much short range, and really, not very practical.

We hope that industry's sincerity to do something about ecology and our environment is getting through to the public. Now, together, industry, labor, government, etc., we can get the recycling machine rolling.

If we can get as much support from citizens on this as we did criticism, the sooner the job will get done.

Memo from Faygo

Michigan Foodmen Serve U.S.

The U.S. Department of Commerce sought the assistance of the Associated Food Dealers in seeking out persons to serve on various product standards review committees. We are happy to announce that of the many recommendations, seven from Michigan were selected. They are:

Harvey Weisberg, Chatham Super Markets; Michael Giannotti, Auburn-Orchard Markets; Jack Hamady, Hamady Bros. Super Markets; Donald LaRose, Food Giant Super Markets; Fred Meijer, Meijer's Super Markets; Jay Welch, Hollywood Super Markets; Alex Bell, Village Market; and AFD executive director Ed Deeb.



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"First We Render Service"

AFD MEMBER

by
MORTON FEIGENSON
President



"Until Faygo arrived, Pittsburgh had been without any advertised national brand soft drinks in cans at consumer-value pricing as long as I can remember."

Telling us why Pittsburgh in only eight months has become Faygo's most successful expansion market was James L. Warner, buyer-merchandiser for Charley Bros., strong wholesaler to 155 retailers in western Pennsylvania.

"Presumably," said Warner, "the national brands that have long been in this market felt they could not profitably package in cans or they didn't want to infringe on their glass packaging sales volumes."

"Anyway, before Faygo, Mrs. Consumer was required to pay as much for six 12-ounce cans of pop as for eight 16-ounce glass bottles. So, when Faygo was offered to us last April, we immediately recognized the potential for Pittsburgh."



James L. Warner, Buyer-Merchandiser,
Charley Bros., Greensburg, Pa.

"At the outset," said Warner, "there wasn't any point in trying to buck Faygo's heavy TV-radio and newspaper advertising. We slacked off pushing our controlled label soft drinks and, as expected, Faygo sales cut into them a bit — almost 20 percent."

"Now, however, our Our Value sales are back where they were. Latest figures show Charley Bros. total pop sales up more than 40 percent, the biggest in history. So, our Faygo sales are all plus sales."

The love affair that has developed between Faygo and Pittsburgh area consumers, Warner said, promises to blossom into 70 percent higher pop sales for Charley Bros. during 1972.

Meantime, he added, the Greensburg, Pa., based wholesaler enterprise intends to continue trying to supplant store-door vendors.

Charley Bros.' growth pattern indicates success in any area of endeavor it may choose to put its capabilities to work. The enterprise was founded by "Mr. Mike" Charley in the early 1930's as a single food-dairy store operation.

Mr. Mike later moved into combined wholesaler-retail operations and brought many progressive innovations to this field. Charley Bros. recently expanded its warehouse into a 334,000-square-foot under-roof facility and expects to show a total 1971 sales growth of about 20 percent.

Jim Warner started out in the food industry as a stock boy in 1946, working after school and during vacations. He joined Charley Bros. in 1965 and assumed his current post three years ago. What are his everyday challenges?

"Well," says Warner, "one is to move faster than competition. We strive to be first to hit the market with a good consumer deal. Faygo, for example. We like our stores to get the first push."

THE PRESIDENT'S CORNER

President's Program Has Major Affect on Industry

By WILLIAM BENNETT

As I sat down to write this column, I realize that it is my final one as president of the Associated Food Dealers.

Beginning on Page 5 of this issue of *The Food Dealer*, there is a very comprehensive review of the AFD projects, involvement and activities, so there is no need to recap our programs here.

Probably the biggest thing concerning our industry this year was the affect of President Nixon's wage-price freeze, and the opening up of communications channels between governmental agencies and industry, including the AFD. I personally feel this



BENNETT

is a real breakthrough which can only benefit everyone.

In closing, let me say that it was a real honor and privilege serving as president of the Association. The office of president has helped bring to me a great deal of insight and understanding of the problems affecting all segments of our industry, and believe me, they are magnanimous in scope.

I am happy to be able to turn over the president's gavel to Al Verbrugge, whom, I know, will do an excellent job in assuring that the AFD continues its successes and remains the "voice of our industry."

I wish to thank all the officers, directors, members, and friends who assisted me during this year. Without their help, our successes could not have been possible.

Thank you and Happy New Year!

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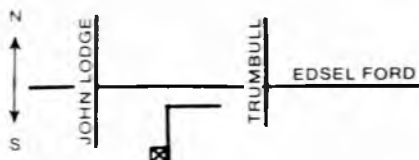
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Mind you, we're not saying a Stay Cold Pack full of Stroh's is more lovable than an ice chest full of Stroh's.

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Taystee



Cook Book

AFD PROGRAMS

(Continued from Page 3)

price war erupted. The AFD at this time presses its campaign to provide ID cards with photos to help solve welfare aid check fraud.

AFD members, Hamady Bros. Super Markets and Chatham Super Markets, were named area finalists in the Brand Names Retailer of the Year competition. Mar. 22-23, the AFD held another series of Management workshops in cooperation with MSU, in Pontiac. A participant in the AFD Check Verification Service announced that he saved \$549 through the AFD program,

Ray Martyniak's programs and legislation committee meets at the AFD office to map strategy on AFD programs. Participated in Mayor's Police-Community Relations Committee, Mar. 11. Ed Deeb spoke before the Alpha Xi Delta women's sorority to explain the complexities of the food industry, and distributed consumer information fact sheets. Participated in a meeting of the Michigan Food Trades Council.

APRIL

Participated in the Litter Prevention Committee meeting of the Greater Detroit Chamber of Commerce. AFD's Deeb addresses the regular meeting of the Grocery Manufacturers' Representatives of Eastern Michigan at Zehnder's in Frankenmuth; subject: "Why we must be more involved with our own industry." Attended luncheon meeting with Detroit Mayor Gribbs to discuss Police-Community Relations. AFD executive director Ed Deeb addressed the Trenton Rotary Club meeting.

Met with Mayor's Task Force on Hunger and Malnutrition. Attended the meeting of the Michigan Food Trades Council in Lansing. April 21, the Government Services Administration opened consumer information offices in 25 major U.S. cities, including Detroit. AFD's Ed Deeb addressed the Detroit East Side Lions Club luncheon at Lombardi's Restaurant.

Annual DFBA Sports Night, featuring Detroit Lions quarterback Greg Landry held April 28. Meat packers in cooperation with

the American Meat Institute, initiated a new meat coding system, indicating when a product was packaged or when it should be removed for sale. The AFD revealed that the association's group disability insurance program had increased its monthly coverage to \$800 (from \$500) per person, and announced that so far, members have received over \$175,000 in individual claims from its protection.

MAY

AFD participated in a Detroit Police-Community relations meet-

ing with Mayor Gribbs to report results of various projects. AFD attended another hearing called by Detroit Common Council to discuss the possible ban on one-way containers. AFD's Ed Deeb addresses the Arche Club, a women's social-service group in Wayne, Mich., on the subject of the food industry and its concern about the environment.

AFD was guest of DAGMR at its May 17 meeting at Stouffer's Restaurant, Northland. AFD executive director Ed Deeb present-

(Continued on Page 14)

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A •	38.72 S
AGr	0.25
APr	0.69
AGr	0.19
AGr	0.29
AGr	0.29
AGr	0.27
AML	3.25
AGr	0.59
AGr	0.59
AGr	0.59
AGr	0.59
AGr	0.43
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AGr	0.52
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If you think American city is a mo ask Sara Lee

SARA LEE: Glad you asked because in Detroit, we go with the evening paper, The Detroit News.

YOU: Hmmm. Sara Lee, the largest frozen baked goods maker in the country prefers Detroit's evening paper? But aren't you bucking the national trend toward morning papers?

SARA LEE: Who's bucking? We buy the medium that does the best job. In some markets it's the morning paper, but in Detroit The News is the best paper for us.

YOU: But really, Sara, isn't there a lot more to it than who's the biggest?

SARA LEE: Indeed there is. Right, Simmons?

SIMMONS: * The Simmons Local Index shows that in the A.D.I. (the 10-county Area of Dominant Influence), of those who read a major Detroit paper daily, 71% read The News. In fact, one average daily issue of The News reaches more different people than you can accumulate with five average issues of the morning paper.

SARA LEE: And you can spend nearly five times as much using the morning paper and still reach



Largest evening newspaper circulation in America. Represented nationally by Sawyer-Ferguson-Walker, Inc. Member Newspaper I.

*Source: S.L.I. (Simmons Local Index, 1970).

very major ng newspaper town, bout Detroit.

fewer people (based on a 1000-line ad at published rates).

YOU: But what about the quality food audience sought by companies such as Sara Lee?

SIMMONS: The News reaches 50% more of the adults with \$15,000 household incomes than does its competitor. 82% more on Sunday.

YOU: Aw, c'mon. What about the people who do read the morning paper?

SIMMONS: 4 out of 10 of them also read The News.

YOU: Hmmm. Then, when it comes to Detroit, Sara Lee buys The News but not the morning paper?

SARA LEE: Well, it's not that we have anything against the other paper

YOU: but "everybody doesn't like something"?

SARA LEE: Did I say that?

The Detroit News
it pulls



AFD PROGRAMS

(Continued from Page 11)

ed a capsule outline on AFD programs and urged DAGMR and its members to become more active in the issues of our industry. Also attending from AFD were chairman Harvey Weisberg and vice-president Omer Gagne. May 19, Deeb addresses Pontiac Lions Club annual ladies day program. AFD officials Don LaRose, Mike Giancotti and Ed Deeb meet with Rep. Frank Wierzbicki and later with Gov. Milliken's staff, to discuss various issues we are working on, pledging AFD's cooperation to the Governor and the Legislature.

AFD hosts its Annual Dinner

With Legislators, with some 44 persons on hand for the big event held in East Lansing. Super Food Services, an AFD member, announces major Michigan expansion. Federal Trade Commission rules that a food store advertising specials must have enough items on hand for it, or issue rain checks to customers. AFD's executive director addresses the Civics Class at Cousino High School, Warren, of the scope and responsibilities of the food industry to the public and the public to the industry.

JUNE

AFD attended hearing of Wayne County Social Services Dept., along with representatives from West Side Mothers Club to urge that ID cards with photos be is-

sued to recipients to (1) protect users; and (2) make check cashing easier. AFD was informed such action would be taken and a motion passed to that affect.

AFD participated as part of program of Oakland County County Health Department, along with institutional and equipment people, and food inspectors. Again, AFD called for uniform standards. AFD at this time protested the new Michigan Liquor Control Commission holiday liquor order as being "discriminatory, placing a financial hardship on members, and highly arbitrary, made without previous discussion. A week later, the old policy was reinstated and the new one scrapped.

Associated Food Dealers attended a preliminary meeting with Michigan Department of Agriculture director B. Dale Ball in Lansing, on our request for uniform standards, to be followed by subsequent hearings. AFD appeared before the joint Insurance Committee of the State Legislature to appeal for more casualty or crime related insurance protection. Appearing for the AFD were Jerry Yono and Ed Acho.

JULY

Annual Silver Salmon promotion in Michigan was kicked off at a press luncheon July 7, chaired by Ed Finsilver of Fin Brokerage Company, an AFD member. Attended the meeting in Traverse City of the Michigan Agriculture Commission to appeal to the group that uniform standards be instituted and that a council or committee be formed. Attending from AFD were Omer Gagne and Ed

(Continued on Page 16)

KAPLAN'S Wholesale Food Service

- FROZEN FOODS
- KRAFT PRODUCTS
- CHEESE SPECIALTIES
- PILLSBURY BISCUITS
- BUTTER and OLEO
- EGGS
- SPARE RIBS
- BEEF SIDES and CUTS
- FRESH LOCAL PORK
- LUNCHMEATS & SAUSAGES
- SMOKED HAM and BACON
- SALT PORK
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Contact your Mario's Representative
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Best Wishes for another great Holiday Season from the group that's delivered your Coca-Cola for 150 years

From Left to Right: Jerry German, 5 years. Donzell Garrett,
3 years. Bernard Kotlarz, 19 years. Raymond Wanika, 26
years. Joseph O'Bryan, 6 years. Stewart Hostein, 19 years.
Kenneth Murphy, 30 years. Samuel Brown, 24 years. James
Dunn, 18 years. (in cab)



AFD PROGRAMS

(Continued from Page 14)

Deeb. Participated in an in-depth interview about the food industry with Robert Garbarino of Farmer Jack, Nate Fink of Great Scott, Bill Welch of Hollywood, Al Verbrugge of Verbrugge's and AFD's Ed Deeb, with the *Free Press*.

This month, the State Legislature passed a bill granting 18-year-olds the legal rights and duties of adults beginning Jan. 1, 1972. Michigan was one of 11 states earmarked for funds to participate in the Federal crime insurance pool. In a public statement, AFD blasted charges of cheating made by George Lahiff in behalf of the Detroit Weights and Measures Dept.

Michigan State Police issued statistics which showed major crimes in state had increased 26% over the preceding year. AFD seeks amendment to Senate Bill 577 which would require the licensing of food distributors at \$10

for each establishment. The AFD sought to spell out the need for establishment of food quality standards, inspection standards, and equipment standards, and also to require the Department to disseminate pertinent information to the then licensed distributors. AFD participated in this year's Freedom Festival, annually conducted between Detroit and Windsor on July 4.

AUGUST

The 86th annual convention of the National Association of Food Retailers was held at the Frontier Hotel, Las Vegas. AFD member Abdul Gallozi gets U.S. citizenship posthumously, when Sen. Robert Griffin introduced a special bill to Congress following the tragic, fatal shooting of the merchant when defending his newly adopted country to critics. AFD Bowling League set to get underway at Bronco Lanes, Warren, it was announced by league president Walter Dudek of Quaker Foods.

On Aug. 14, President Nixon

announced a major economic decision and program, unveiling Phase One of the wage-price freeze. Though there was some confusion, the food industry generally favored the move. The AFD announced it would act as a semi-official clearing house for the freeze for the food industry in Michigan.

AFD President Bill Bennett wrote in his column in *The Food Dealer* that a food inspection council was a good idea and urged that Dale Ball and the Michigan Department of Agriculture initiate such a group. Bernard Weisberg, president of Chatham, was elected a director of Super Market Institute at the group's Houston convention.

SEPTEMBER

The new Big Dipper Market was reopened, having been closed since the day it was burned down in the 1967 riot; Detroit Mayor Roman Gribbs was on hand for the grand opening celebration and ribbon cutting. The AFD's 7th

For Delicious Toast and Sandwiches

Brought to you in Michigan by

SCHAFER BAKERIES, INC.



IT'S COLOSSAL!

Annual Awards Banquet was held at Club Venetian, Madison Heights. Edward Shatter, Patrick Allen, Herman Polk, Alfred Warczak and Gene Balice received Distinguished Service Award plaques; Mellus Newspapers, Allen Park, received a DSA citation for fair and accurate reporting of food industry news and events.

On Sept. 15, the AFD participated in a conference called by the **Michigan Motor Tariff Bureau** regarding "detention vehicle policy" on less than truck-load deliveries. AFD's Ed Deeb participated as a panelist on wage-price freeze issues at the regular meeting of the **Association Executives of Metro Detroit**, of which he is a member. AFD legal counsel **George Bashara Sr.** and AFD vice-president **Allen Verbrugge** were both back on the job following recent surgery.

In a special guest editorial in *The Food Dealer*, the **National Federation of Independent Business's** Ed Wimmer said "independents must improve to remain successful." **Lester Howe** of **Lester's**

Food Market, Philadelphia, was elected the new president of the **National Association of Food Retailers**, succeeding our own **Mic-hael Giancotti** of **Auburn-Orchard Super Markets**. Also, **Phil Saverino** of **Phil's Market** was elected a director of **NAFR** and president of the **National T-Bone Club**. On Sept. 20, the AFD appeared before the **Birmingham City Commission** to testify in opposition to the proposed ban on one-way containers, along with other groups.

The 1971 Nutrition Awareness Campaign of the **Food Council of America** was kicked off, with the AFD acting as the official liaison for Michigan. AFD began issuing a **second price survey**, printed on the back of the first, in its weekly newsletter, the *Food-A-Gram*, which was well received by the trade.

OCTOBER

AFD called on the **Detroit Public Schools** to revise and modernize various food nutrition and food shopping information in academic courses, and volunteered to

assist in the project. It was officially announced at this time that **Mark Singer** is to succeed **Watson Rogers** as the president of the **National Food Brokers Assn.** in January, 1972. On Oct. 19, the AFD protested the manner in which the **IRS**, local administrators of the wage-price freeze, was "pressuring" retailers to post ceiling prices. AFD's **Al Verbrugge** and **Ed Deeb** argued that price lists were not required to date (but was part of the Phase II package, it was learned). The AFD asked for and was granted more time to get the price lists in the stores, and because of this action, the deadline was extended nationally to January 1, 1972.

On Oct. 8, the AFD met with the **Michigan Department of Agriculture** and other governmental agency officials on AFD's appeal to establish uniform standards for inspections. It was learned the following week that **B. Dale Ball** would not recommend that the **Agriculture Commission** accept AFD's recommendations; the AFD



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expressed concern why the Department opposed such needed ideas and recommendations for our industry and members. The AFD then appealed the decision to Gov. Milliken, with the outcome still pending.

DAGMR's annual Fall Trade Dinner was held Oct. 12 at the Royalty House, Warren. During this month, MSU reactivated Project 80, and established Project 80+5, with the AFD participating.

NOVEMBER

The Michigan Legislature approved a bill (HB 4152) which requires all persons selling beer or carbonated beverages in returnable bottles. Genesee County officials under the leadership of its prosecuting attorney Robert Leonard, established a Consumer Protection Commission. Two of the things it immediately set out to create were unit-pricing in Genesee County stores and open-dating of perishable items. Also on Nov. 1, the Greater Detroit Chamber of Commerce held its second annual testimonial dinner. AFD's Ed Deeb appeared on Tom Shannon's

Morning Show (WXYZ-TV) for a half-hour to discuss the consumer issues relating to the food industry.

President Nixon praised the AFD for "splendid support and cooperation" we are giving to the wage-price freeze. He later presented an attractive citation to the AFD to that affect. AFD's William Bennett and Ed Deeb met with officials of the Chains Stores Council and Michigan Food Dealers Assn. in an effort to bring about industry unity on AFD's proposal regarding uniform inspection standards. Executive director Deeb was the featured guest speaker before Wayne State University's graduate home economics and consumer class of Mary Jane Bostick.

AFD participated in the Michigan Dairy Foods Assn. seminar and discussion on open-dating of dairy products in Michigan.

DECEMBER

Participated in a meeting with the Michigan Industrial Traffic League in an effort to solve the problem of vehicle detention at point of delivery of goods. AFD

called on the Legislature to amend the State Liquor Control Commission regulations prohibiting sale of beer and wine on a Sunday, when Christmas falls on the preceding Saturday.

Due to popular demand, AFD again co-sponsored "Management and Motivation" seminars in cooperation with MSU, at the Holiday Inn, Pontiac. The association met with the State Department of Agriculture's food inspection chief Ron Leach to review procedures.

Appeared before the Sterling Heights and Troy City Commissions to testify against their measures to ban one-way containers, along with several other organizations. AFD members also appeared before similar hearings at Northville, Garden City, Wayne and Plymouth, which saw a proposed ban deferred for one year to Jan. 1, 1973. During this month the AFD published comprehensive guides to help provide some understanding on the price freeze, and included a variety of price forms to assist retailers in compiling the required price lists of items in their stores.

It's like opening the door
to a bakery.



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THE BELL RINGER

Washington 'Clowns' In A Hurry to Get Home

By ALEX BELL

Well, this is it! The last one for 1971 and since this is the season of goodwill etc., we will be nice.

We understand that Eddie Aho finally made it. After five girls, his spouse presented him with a son. Now if that Arab doesn't come up with cigars and champagne, next year is going to be very bad!

It is very funny if you sit down to go all out with a real hot column for the last one of the year, and all of a sudden, boom, nothing comes out. Oh well, we'll struggle on. (Edeeb-note: Try doing it for a living, Acey!)



BELL

We read in Charlie Manos' column that his Greek is lousy, after we went to all the trouble of getting our usual salutation translated into his native lan-

guage. Now he won't know what we said!

If you like superb food, good service, and a swinging time, be sure to attend the Associated Food Dealers Trade Dinner at the Raleigh House Feb. 8. Everyone in the food and beverage business will be there.

Don LaRose tells us about the 75-year-old couple that got a speeding ticket on their way to a Florida honeymoon. They were in a hurry to get married and they didn't have to.

Heard about the short-sighted and nervous groom who kissed the preacher, put the ring on the best man, and gave the bride two dollars.

We have it on good authority that Salim Sarafa preaches economy but leaves it up to his wife to practice it.

Our first wife prevailed on us to get on one of those scales that weigh you and gives you a fortune card. She grabbed and read it: "You are a leader of men; you're brave, strong-willed and popular with the opposite sex; and it has your weight wrong too."

We know a gal who can't handle her liquor too well, and has a name for a famous drink. She asks for a "Risky Sour."

Dean Durst — the honcho at Hormel's, tells us that a man hopes that his lean years are behind him and a woman hopes that hers are ahead. He must have been a well known sage in Cedar Rapids.

We heard about the two peroxide blonds who made a big simmis at a baseball game. Yes, the bleachers went wild.

Whatcha Done Lately? One of the oldest political stories is about the Congressman, up for re-election, who meets a farmer on the steps of the county court house. After inquiring about the mis-sus and children, the Congressman says he's counting on the farmer friend's continuing support.

"Don't know about that," drawls the farmer.

"What!" exclaims the Congressman. "Didn't I get your boy into West Point? Didn't I get you that extra acreage allotment? And when the tor-

(Continued on Page 20)

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THE BELL RINGER

(Continued from Page 19)

nado hit, didn't I arrange guvment money to rebuild the barn?"

"Yup," replies the farmer. "But whatcha done for me lately?"

• • •
The moral of the story is that there are too many people who should be supporting their association, but when you ask them to join, they always have an excuse, and play aloof. The time is never too late to get involved in the AFD.

• • •
We looked into our crystal ball and came up with the fact that beef should be off \$2 to \$3 per 100-weight after the first of the year.

• • •
It is funny what you will put in a column when the words don't come out when you want them to.

• • •
As we finish this one, it looks like the clowns down in "clown alley" in Washington are more interested in adjourning than in passing legislation. So if you want a bill passed by your Representative, looks like it should be on the agenda just before the Christmas holidays. They would pass anything to get the hell out of Washington.

• • •
A local girl makes good. Our friend at Hormel's

Detroit office, got a real good write-up in Hormel's house organ, the firm's company magazine. She deserves it. Jo is a real good gal. So here's to many more years, Josephine. If you want a copy of the write-up call Dean Durst and scream till you get it.

• • •
Eat your heart out Charley Manos. (Greek translation: Na Fas Ti Kardia Sou Exo.)

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Weiss Noodle Co.
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Ira Wilson & Sons Dairy
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And all AFD Member Firms — See Directory, Page 23

Associated Food Dealers — The Food Dealer

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TAX TOPICS

Miscellaneous Guides Which Can Help at Tax Time

By MOE R. MILLER
Accountant and Tax Attorney

If you receive wages as an employee, have some of your compensation contributed by your employer to a qualified profit sharing trust. The income will not be taxed until received by you.

The highest rate on long-term capital gain is 32½% in 1971, 35% after 1971, the 25% ceiling, for example, continues for up to \$50,000 of long-term capital gains in a given year.

If this year's income is substantially higher than your average income for the past four (4) years, by using income averaging you may be able to compute your taxes at lower rates.

You can deduct reasonable moving expenses in starting work at a new job location if they meet certain time and distance tests.

If you have others care for your dependents while you work, you may be able to deduct up to \$900 a year for amounts you spend for dependent care.

If you are separated from your wife, support payments made under a written separation agreement are deductible without the need for any court decree.

Do you own inventory or stock in trade which has increased in value; consider giving the property to a child or other relative. The profit may then be transformed into capital gain in the donee's hands.

Are you 65 or older; you may be allowed a tax credit against your retirement income. But if your wages are over \$900 a year, you may lose part or all.

Have you received tax free stock rights; if the value of a right is less than 15% of the value of the underlying stock, you can treat the right as having a zero cost, and thereby avoid problems of cost allocation.

Purchasing bonds at a premium; the interest is taxable, and you may amortize and deduct the premium.

Are you selling investment or business property at a profit in order to use the funds to acquire similar property? Consider the swap of property as an exchange; there would be no gain recognized.

If some of your investments in stocks, bonds, real estate, etc., held by your closely held corporation, check to see whether the corporation is subject to

the tough penalty tax as a personal holding corporation.

Group life insurance policy paid by your employer; the premiums he pays for your coverage above \$50,000 will result in a tax to you.

Having your dependent children work part time or during summers, under certain circumstances their receipt of earnings won't cause you to lose your exemptions for them, plus having them take an exemption on their personal income tax return.

Brothers and sisters who help support their parents can agree on which of you will take the exemption of your parents.

Under certain circumstances you can get a dependency exemption for a person living in your home who is not a relative.

If you plan to sell your residence, the cost of painting, papering, etc. to make it more saleable, can be used to cut taxable profit.



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Mid-America Associates	557-8410
Receivable Management Associates	564-6334
Retail Grocery Inventory Service	399-0450

BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	522-1100
Bonnie Bakers	893-3260
Farm Crest Bakeries	TR 5-6145
Grennan Cook Book Cakes	TA 5-1900
Grocers Baking Co. (Oven-Fresh)	537-2747
Holiday Delight Cheese Cake	894-6011
Independent Biscuit Co.	584-1110
Keebler Company	535-4660
Koepfplinger's Bakery, Inc.	JO 4-5737
Magnuson Foods (Bays Muffins)	491-8200
Oven King Cookies	775-4225
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Taystee Bread	TY 6-3400
Tip Top Bread	TA 5-6470
Warrendale Baking Co.	271-0330
Wonder Bread	WO 3-2330

BEVERAGES

Anheuser-Busch, Inc.	886-8709
Associated Breweries	925-0300
Canada Dry Corp.	868-5007
Carling Brewing Company	834-7170
Cask Wines	849-0220
Coca-Cola Bottling Co.	898-1900
J. Lewis Cooper Co.	499-8700
Faygo Beverages	WA 5-1600
Greater Macomb Beer & Wine Dist.	468-0950
Home Juice Company	925-9070
Leone & Son Wine Co.	871-5200
L & L Wine Corp.	491-2828
Mavis Beverages	DI 1-6500
National Brewing Co. (Altes)	921-0440
O'Donnell Importing Company	386-7600
Pepsi-Cola Bottling Co.	366-5040
Seven-Up Bottling Co.	537-7100
Stroh Brewery Company	961-5840
Squirt Bottling Company	JO 6-6360
H. J. Van Hollenbeck Dist.	293-8120
Vernor's-RC Cola	TE 3-8500
Wayne Distributing Co.	274-3100
Vic Wertz Distg. Co.	293-8282

BROKERS, REPS

Acme Detroit Food Brokerage	581-0410
Allstate Sales-Marketing, Inc.	535-2070
R. F. Brown Sea Food Co.	(517) 484-5428
Steve Conn & Associates	547-6900
Continental Food Brokerage	255-5880
Harris Crane & Company	538-5151
DeCrick Company	884-4140
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Fin Brokerage Company	352-8061
Earl English Associates	546-5100
Food Marketers, Inc.	342-5533
Graubner & Associates	444-8400
John Huetteman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corp.	341-5905
Paul Kaye Associates	864-7000
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Latimer & Ziegler Associates	353-7850
Harry E. Mayers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	DI 1-8080
Northland Food Brokers	342-4330
Peterson & Vaughan, Inc.	VE 8-8300
P. F. Pfeister Company	491-2000
Sahakian & Salm	962-3533
Sherman & Company	557-9191
Sosin Sales Co.	WO 3-8585
Stark & Company	358-3800
Stiles Brokerage Company	965-7124
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James K. Tamakian Co.	352-3500
Ned Weitzman Associates	272-3700
United Brokerage	BR 2-5401
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DAIRY PRODUCTS

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Detroit City Dairy, Inc.	
Detroit Pure Milk (Farm Maid)	
Fairmont Foods Co.	
Grocer's Dairy Company	
Gunn Dairies, Inc.	
Land O'Lakes Creameries	
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Trombly Sales	
United Dairies, Inc.	
Vroman Foods, Inc.	
White Star Dairy	
Wesley's Quaker Maid, Inc.	
Ira Wilson & Son Dairy	

DELICATESSEN

Home Style Foods Co. (Deli.)	
Leon's Home Made Foods	
Quaker Food Products, Inc.	
Specialty Foods (Deli.)	

EGGS AND POULTRY

Detroit Live Poultry Co.	
Eastern Poultry Co.	
Farm Pride, Inc.	
Orleans Poultry Co.	
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Water Wonderland Egg Corp.	

FISH AND SEAFOOD

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FRESH PRODUCE

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Ciaramitaro Bros.	
Cusumano Bros. Produce Co.	
Gelardi Produce	
North Star Produce	
Ted Spagnuolo Produce	
T-P Produce	

GARDEN SUPPLIES

Fredonia Seed Company	
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Rose Exterminating Co.	
Vogel-Ritt Pest Control	

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Marathon Linen Service, Inc.	
Reliable Linen Service	

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Boyle Midway Company	
Diamond Crystal Salt Company	
Kraft Foods	
Mario's Food Products	
Morton Salt Company	
C. F. Mueller Company	
Prince Macaroni of Michigan	
Red Pelican Food Products, Inc.	
The Relish Shop	
Roman Cleanser Company	
Rosenthal Cleans-Quick Corp.	
Schmidt Noodle Company	
Shedd-Bartush Foods, Inc.	
Velvet Food Products	
Vlastic Food Products	

MEAT PRODUCTS, PACKERS

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Clover Meat Company	
Crown Packing Co.	
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Feldman Brothers	
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Frederick Packing Company	
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Gordon Sausage Co.	
Great Markwestern Packing	
Guzzardo Wholesale Meats, Inc.	
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Hygrade Food Products Corp.	
Kent Packing Company	
Kirby Packing Company	
Kowalski Sausage Co., Inc.	
Mangiapane Meats	
Oscar Mayer Company	
Oak Packing Company	

TO 8-5511	Peet Packing Co. (Ypsilanti)	274-3132
837-6000	Peschke Sausage Co.	368-3310
TR 4-0300	Peter Eckrich & Sons, Inc.	KE 1-4466
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TU 5-7500	Pitts Packing Co.	WA 3-7355
TE 4-1400	Popp's Packing Company	365-8020
(313) 232-9193	Regal Packing Co.	875-6777
557-3800	Ruoff, Eugene Co.	WO 3-2430
353-8164	Sam & Walter Provision Co.	TW 1-1200
825-1480	Tamaren Beef Company, Inc.	871-6210
TI 6-5700	Van Dyke Steak Company	875-0766
961-5840	Wayne Packing Co.	WO 1-5060
925-9505	Weeks & Sons (Richmond)	RA 7-2525
UN 1-2800	Wehby Meats, Inc.	832-3350
(419) 479-2261	Winter Sausage Manufacturers	PR 7-9080
868-8655	Wolverine Packing Co.	WO 5-0153

MEDIA

TY 5-6000	Detroit Free Press	222-6400
	The Detroit News	222-2000
	The Pontiac Press	332-8181
	WWJ Am-Fm-Tv	222-2000

NON-FOOD DISTRIBUTORS

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	Hartz Mountain Pet Pds.	923-4550 or 682-1400
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	Ludington News Company	925-7600
	Super Toy, Inc.	923-4550
	Perfect Plus Inc.	961-6381
	Wayneco Wholesale Co.	894-6300

POTATO CHIPS AND NUTS

	Better Made Potato Chips	WA 5-4774
	Frito-Lay, Inc.	WA 1-2700
	Kar Nut Products Co.	LI 1-4180
	Krun-Chee Potato Chips	DI 1-1010
	Superior Potato Chips	834-0800
	Tom's Toasted Peanuts	276-2292
	Vita-Boy Potato Chips	TY 7-5550

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	Sperry & Hutchinson Co.	474-3124
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	Darling & Company	WA 8-7400
	Detroit Rendering Company	571-2500
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	Atlantic Saw Service Co.	954-1295
	Comp-U-Check, Inc.	255-2800
	Gulliver's Travel Agency	963-3261
	Pittsburgh-Erie Saw	835-0913

SPICES AND EXTRACTS

	Frank Tea & Spice Co.	833-0025
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STORE SUPPLIES AND EQUIPMENT

	Almor Corporation	JE 9-0650
	Bra-Con Industrial Balers	851-6265
	Butcher & Packer Supply Co.	WO 1-1250
	C & J Barbeque Sales (Oven King)	838-3701
	Carrier Basket Service	866-1081
	Central Alarm Co.	838-6365
	Detroit Mini-Safe Company	372-9835
	Hussman Refrigeration, Inc.	398-3232
	Globe Slicing Co. (Biro)	LI 5-1855
	Hobart Mfg. Co.	542-5938
	Lepire Paper & Twine Co.	WA 1-2834
	Liberty Paper & Bag Co.	921-3400
	Master Butcher Supply Co.	WO 1-5656
	Midwest Refrigeration Co.	JO 6-6341
	National Cash Register Co.	873-5500
	Pappas Cutlery & Grinding	965-3872
	Scan-A-Scope	823-6600
	Square Deal Heating & Cooling	WA 1-2345

WHOLESALE, FOOD DISTRIBUTORS

	Central Grocery Company	(1) 235-0605
	Detroit Warehouse Company	491-1500
	Glacier Frozen Foods	864-9005
	Grosse Pointe Quality Foods	TR 1-4000
	Kaplan's Whlse. Food Service	WO 1-6561
	Raskin Food Company	865-1566
	Spartan Stores, Inc.	455-1400
	Super Food Services, Inc.	546-5590
	Viking Food Stores	(616) 722-3151
	Wayneco Wholesale Co.	894-6300
	Abner A. Wolf, Inc.	584-0600

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AFD Coming Events

Feb. 6-14, 1972 — "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. 8, 1972 — 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, or banquet tickets, are invited to contact the association.)

ASSOCIATED FOOD DEALERS

"Michigan's Action Retail Food Association"

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