Doing It Up Right

On hand for the official opening of the new United Food Store, Detroit, included Michigan Secretary of State Richard Austin, second from left. Flanking Mr. Austin on the left is Salmaan Sesi, and on the right, David Khami and owner Sabah Najor, an AFD director. (Najor also operates the Lucky Strike Mkt.)
Coca-Cola. The more ways they can buy it, the more profit you can make.

A big part of all store profits comes from soft drink sales. Given the choice, your customers will choose to buy Coca-Cola as many ways as you choose to sell it to them. From your cooler, to your dump bin, to your vault, to your dispenser of frozen Coca-Cola, Coke can give you one continuous sales and profit story. Call your representative for Coca-Cola. He'll advise you which ways to sell Coke are best for your customers, your store, and your profits.

You can make the most when you sell the best Coca-Cola.

Detroit Coca-Cola Bottling Company
DRAMATIC PHOTO showing the installation of one of 21 new stainless steel tanks at The Stroh Brewery Company on the ground floor of the company’s Stock House was taken recently. The huge cylindrical tanks measure 60 feet long and 10\(\frac{1}{2}\) feet high, and weighs some 60,000 pounds. President Peter W. Stroh says the expansion will enable the brewery to produce over 4.5 million more barrels of beer annually.

JAMES BRAKEFIELD, vice-president of Kraft Foods, right, holds a USDA Certificate of Appreciation presented by Daniel Boyd, left, director of the U.S. Department of Agriculture’s Plentiful Foods division. The citation was given to Kraft, an AFD member, “for outstanding work in promotion and use of agricultural products.”

NFBA Broker Appointments

Six food broker representatives from Michigan recently were named to various merchandising committees of the National Food Brokers Assn. They include:

Sol G. Kurtzman, P F Pfeister Company, chairman of the Canned Foods Committee; Norbert Graves, Peterson & Vaughan, food service sales; Sy Kyte, United Brokerage Co., frozen foods; Werner Stark, Stark & Co., merchandising; Robert Tourek, Bob Jones & Co., Grand Rapids, merchandising; and Paul Kaye, of Paul Kaye Associates, the general merchandise or non-foods committee.

Chatham Announces Promotions

Three major new appointments and promotions at Chatham Super Markets, a 31-store food chain and AFD member, has been announced by Bernard Weisberg, president. They are:

Will Roberts has joined Chatham as vice-president of sales development, general merchandising. Mr. Roberts was a co-founder of Yankee Stores, Flint, and served as executive vice-president there until the chain was sold to Borman, Inc.

John E. (Jack) Barr, former advertising director of Acme Supermarkets, Philadelphia, and more recently vice-president of Eckerd Drugs, Florida, has been appointed director of advertising.

Paul K. Thomas has been named director of personnel, which includes the responsibility for employment, training, labor relations, wage and salary administration, etc., as a result of new organizational set-ups at Chatham.

Pfeister Set in Grand Rapids

P. F. Pfeister Company, an AFD member, will open a branch office in Grand Rapids, the company announced recently. The firm has operated a food brokerage business in Detroit for 53 years, has a branch in Saginaw, and is affiliated with the Wilson-Pfeister Company in Toledo.

Stephen Klusovsky will be the new branch manager, being assisted by James H. Curtiss. The Grand Rapids office will service accounts who do not presently have broker representation for the area.

At the same time the company announced it has been appointed representative for the Wells Lamont glove line.

In addition, the Pfeister Company announced the appointment of James R. Hlavin as frozen food department manager. Hlavin was formerly regional manager with Stouffer Foods Corporation.
The Sounding Board

To the AFD:

President Nixon has asked me to thank you for the splendid support which the Associated Food Dealers is giving to his new economic policy. Such backing is essential if we are to win the prosperity worthy of this great nation. The President was especially encouraged to learn of the Association's willingness to work with the Congress in passing the legislation he has proposed to spur the economy. You may be certain this means a great deal to him, and on his behalf, I am pleased to extend my warmest good wishes to all the members of the AFD.

Michael B. Smith
Staff Assistant
The White House

How does an individual say "thank you" for a job he felt was his moral obligation, and not for the merits or awards he would receive? I have been brought up, lived, and shall go on doing as I have in the past. It is you, the individual grocer, who, having survived the crisis of mass buying and selling, and who believed in quality instead of quantity, who catered to Mr. and Mrs. Q. Public as an individual instead of a group of mechanized robots, that I wish to thank for the award the Associated Food Dealers bestowed upon me recently. Thank you for the highly appreciated honor.

Alfred E. Warczak
Butcher Boy Meats, Inc.

I would like to take this opportunity to thank the members of the Associated Food Dealers for awarding me the honor of being the Broker Salesman of the Year. I had many things going for me, including the great company that I work for, the principles that we represent, the stores and buyers that I call on, and finally the driving force behind it all — my wife and family. I sincerely thank you.

Patrick Allen
Paul Inman Associates

I thank God for the Associated Food Dealers and its many fine members, and for the great honor that you have bestowed upon me. There were simply no words to express the joy that emitted from my spirit when I received your recent award. Oh what an honor! What can I say, after I say "thank you?" As for my sales ability, I do not feel that I am the best salesman who goes in and out of the various AFD stores. But, I will say that day by day I do my very best to be of service to all my accounts and to mankind. I must say that all things work together for good for those who love God. Thank you again.

Herman Polk
Faygo Beverages, Inc.
for better balanced profits!

Looking for that balanced line of baked goods to stimulate sales with a higher profit then look to the team of Taystee and Cook Book.
New Department?

By 1980, it is expected that the United States will have approximately 95 million job holders, and the average family income will rise nearly 50 percent from the late Sixties, to about $13,800 annually.

Also, the population mix will change. The population between ages 19 and 40 will increase about 25 percent in this decade, while there will be a decrease in the number of children between five and 14.

These are a couple of the interesting tidbits which came out of the recent Food Editors’ Conference held in Chicago.

Back to population mix once again. A couple of things should be mentioned, which will present a challenging marketing opportunity for food distributors. First, single people are waiting longer periods before they decide to plunge into married life. Secondly, the population of elderly, or senior citizens is increasing, at a time the children have left home to start their own life style.

While speaking before the graduate class in home economics recently at Wayne State University, one of the major complaints about food stores was that not enough smaller sized cans and packages are available for the small families or single people living by themselves. The gals felt everything was geared to families numbering four or more.

Perhaps the time is here for merchants to devote more attention to (1) the growing number of single persons, and (2) the increasing senior citizen population.

Smart merchandisers, and many have already begun, can see the advantage of adding still another new department to the food store: one featuring products in the small portion sizes. Sure, the cost per unit of these products are higher, but the consumer purchasing them, I’m sure, realizes this.

Another new food store department? Why not, if the demand is there!
THE ICELESS ICEBOX.

Now here's an easy way to keep your Stroh's nice 'n cold all afternoon long. Our aluminum-insulated Stay Cold Pack. Just make sure the whole box is nice 'n cold to start with. Then, the beer inside will stay that way for hours. 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. But it's sure a heck of a lot more portable.

Stroh's...From One Beer Lover to Another.
THE PRESIDENT’S CORNER

AFD Appeals Decision on Food Inspection Council

By WILLIAM BENNETT

As you know, the Associated Food Dealers has been spearheading a movement to bring about long overdue uniform standards involving (1) food inspection, (2) shrinkage, and (3) equipment.

Probably the most frustrating thing to a food or beverage merchant is to operate in the hazy or gray area where various standards are approved at one time, only to be changed a month later.

Techniques used in food inspection should be disseminated to the industry, through the trade associations as AFD, so that retailers, particularly the newer ones, know what is expected of them. This is not done by the State Department of Agriculture.

Another thing involves meat shrinkage. Governmental agencies realize this and so do food distributors. But what is the shrinkage of a cut of meat, any meat? Uniform standards should be developed at all levels — federal, state, county and local — so merchants can place extra weight (or tare) into packages to assure proper weights. Merchants have been doing this for years anyway, but, for the most part it has primarily been “guess-estimates.”

With proper equipment as the Department has access to, and the use of modern computers, a little research would go a long way in providing shrinkage guides — all for the betterment of consumers, and to aid distributors in performing better service.

Selection and use of equipment is another. To our knowledge, there is no single, uniform list of suggested equipment distributed either to food distributors, or between the regulatory agencies to establish guides for merchants. The only uniformity is that it be “NSF-approved.” But the National Sanitation Foundation approves much equipment; which is the “right one for us?”

Following our meeting in Lansing, called at our request, by the State Department of Agriculture, and over-loaded with government representatives, director B. Dale Ball rejected our request for some type of informal committee or council to work regularly toward providing the needed, requested standards. This is sad since, all we were trying to do is encourage communications and close the gap.

We of the AFD were also quite disappointed that in all of the news media interviews and stories, the thought most often stressed was our request to tie

in law violations with established procedures. The department was regularly quoted as saying the association attempting to eliminate publicity regarding violations.

As the department, and all those present know, on this point, all we asked was that enforcement guides and rules be developed, and that all distributors be informed of the rules and laws, and that fines and penalties be spelled out, before taking a case to court, or running to seek publicity in the state’s news media.

We have always felt that when an individual, or a company, or a union, or a governmental agency does its job, and does it well, it will receive all of the positive publicity it deserves.

As most of you know by now, the AFD has appealed Director Ball’s decision. We are hopeful that, in cooperation with Gov. Milliken’s office, he will reconsider our request for a working committee to help provide Michigan food and beverage distributors with the tools they need (openly) in order to perform better service to our customers.

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WWJ-TV 4
Expansion Markets Account for Over Half of Faygo’s Sales

Expansion markets entered since 1965 are now bringing the company more than 40 percent of its total sales volumes, reports Morton Feigenson, president of Faygo Beverages, Inc.

At the same time, record high Faygo sales in metropolitan Detroit supermarkets continue to strengthen the firm’s take-home sales picture. The firm, which was founded in 1907, did not venture outside the greater Detroit area until only six years ago.

To meet the expected growth of sales, Faygo has ordered 25 additional 45-foot long, 13-foot high truck trailers with air-ride suspension systems.

And, for the first time, the company will hold a national sales meeting in Detroit Jan. 14, it was reported by Samuel Kinsley, marketing director, with various sales representatives and brokers in the U.S. and Canada participating, as well as advertising agencies.

Faygo Beverages has announced the appointment of Harry Cardillo to the newly created post of director of production for its Michigan plant operations. He joins the firm from Chrysler Corp.

At the same time, Marvin Holtzberg has joined the soft drink company in the newly created post of sales manager for the metro Detroit area. He comes to the firm from General Foods Corp.

Fox New Beer-Wine Wholesalers Chief

Henry A. Fox, Jr., of the Henry A. Fox Sales Company, Grand Rapids, is the new president of the Michigan Beer and Wine Wholesalers Association. Other new officers include Victor W. Wertz of Vic Wertz Distributing Company, Mt. Clemens, first vice-president; John Van Dam, Modern Beverage, Holland, second vice-president; and Larry Smith, Dearborn Beer Distributors, treasurer.

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Wholesale Food Service

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- KRAFT PRODUCTS
- CHEESE SPECIALTIES
- PILLSBURY BISCUITS
- BUTTER and CLEO
- EGGS
- SPARE RIBS
- BEEF SIDES and CUTS
- FRESH LOCAL PORK
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- SMOKED HAM and BACON
- SALT PORK
- CHITTERLINGS and HOG MAWS

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Seven New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food distribution and service organization, representing over 2,200 members wishes to welcome aboard seven new supplier members to the association. Their names, addresses and phone numbers are as follows:

**HAMILTON FISH COMPANY**, distributors of a variety of fish and seafood products, 1334 Fisher Fwy., Detroit, Mich. 48207; phone 963-7855.

**HOUSEHOLD PRODUCTS, INC.**, distributors of various housewares and non-food products, 2240 Greer St., Keego Harbor, Mich. 48033; phone 682-1400.

**VIC WERTZ DISTRIBUTING CO.**, distributor of Altes beer and related malt beverages, 40585 Production Dr., Mt. Clemens, Mich.; phone 293-8282.


**CLOVER MEAT COMPANY**, meat distributor and processor, 1515 Alfred, Detroit, Mich. 48207; phone 833-9050.

**OVEN KING COOKIES**, distributor of a wide variety of cookies, 27459 Groesbeck Hwy., Roseville, Mich. 48066; phone 775-4225.

**SPERRY & HUTCHINSON CO.**, advertising, special promotions and trading stamp company, 33280 W Twelve Mile Rd., Farmington, Mich. 48024; phone 474-3124.

These new members and all AFD supplier and service members deserve your support and patronage. Refer to the AFD Suppliers' Directory on Page 23 often. In fact, clip it out of The Food Dealer and post near your phone.

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**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.

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**It’s like opening the door to a bakery.**

![Image of Tip Top Mr. Big](image-url)

**TIP TOP DIVISION OF WARD FOODS, INC.**

3600 Toledo Ave. • Detroit, Mich. • Phone 825-6470
Around the Town

Congratulations to Abe Cosma of Atlas Super Market, an AFD member in Pontiac, and his wife, on the birth of their new baby boy, James Eugene.

Speaking of Pontiac, AFD director Omer Gagne of People’s Super Markets is recovering from a freak accident which crushed his foot. He’s coming along nicely we’re told.

AFD legal counsel, George Bashara Sr., has announced the relocation of his law offices to 20233 Mack Ave., Grosse Pointe Woods, Mich. 48236. The new phone is 884-9410. George has also added an associate, Norman S. Moss.

Nat A. Sibbold, radio station manager of WWJ, has been re-elected chairman of the NBC Radio Network Affiliates Executive Committee, at the group’s recent New York convention. Congratulations, Nat!

Wrigley Supermarkets, have opened three metro Detroit area food stores, it was announced by William Sample. The stores, bringing the number of units to 87, are located in Sterling Heights, Plymouth, and Dearborn Heights.

George Zechmeister is the new sales manager of Abner A. Wolf, Inc., an AFD member, it was announced by James Kunstel, vice-president and general manager. John Kaminski, at the same time, was named meat merchandiser.

The DeCrick Company, Inc., an AFD member, has relocated its offices to 18520 E. Warren Ave., Detroit, Mich. 48236. The new phone is (313) 884-4140.

(Continued on Page 18)
Peters Sausage Company

Gets Federal Approval

In a recent ceremony at the company's offices, Peters Sausage Company, an AFD member, was awarded the U.S. Department of Agriculture stamp of approval, and the right to use the USDA seal on its products.

The seal signifies that the plant, products and labeling are in compliance with Federal Meat Inspection Act regulations and grants the company inspection service as required by the law. Daily inspection is now performed by federally certified state inspector Louis J. Wajda under the federal cooperative agreements rule.

J. Harold Peters, president of the company, said the approval was another milestone for his company, which was founded by his father, John A. Peters, in 1897. "It is fitting that we will observe our 75th year in the business the year we will be allowed to market our products nationally, especially when one considers my father began by selling door-to-door."

Recently, the Peters plant underwent extensive remodeling and expansion while preparing for Federal approval. Mr. Peters, in noting that federal regulations were different from the state and local laws, said, "the transition was made much simpler by the help given our people by the state government agencies."

Your customers' tapes will have larger totals with a Sanders candy, bakery and ice cream department in your market

Call Stan Dynak 868-5700
THE BELL RINGER

'Halo Need Drop But Inches to Become Noose'

By ALEX BELL

Well, dear reader, you are the lucky ones. Just think, only one more column after this and 1971 will be gone bye-bye. But watch out; 1972 could be worse!

I made this statement a few years ago about this column, and will repeat it for any soreheads: Any statement that is made here-with is strictly my own and in no way represents the thinking of the association or any of its members, or The Food Dealer magazine. I have a deal with the editor, simply, that this column cannot be censored, or we'll pick up the marbles and go home.

We got beat again! Dr. Rube-bens, who writes all these “Sexisgood books,” came up with “Any Woman Can” — and we had just

started to write: “We Know a Lot of Broads That Won’t.” Some day I’ll have to come up with a good book before the others get to it first.

Jay Welch tells us about the job applicant who filled out an employment questionnaire and when he (?) came to the question “sex?”, he wrote down: “you guess.”

Do you remember when mugging meant making funny faces? If you do, you are over the hill.

An old customer stopped by our den of iniquity last week and told us she was now married to a doctor who was the leading liver specialist on the East coast. We were tempted to ask her: “Calves or chopped?”

The Don of the Main St. Mafia, Tom Violante,

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

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571-2500

“First We Render Service”

AIFD MEMBER
Our first wife tells us about a girl friend of her's who got married, and she had three words in mind: Aisle, Altar, Hymn. The old gal is getting better all the time, huh?

Eddie Acho, the old Arab philosopher, advises us that Monday is the time to look back on the good old days — Saturday and Sunday.

According to Bishop Fulton Sheen, “A halo need drop but a few inches to become a noose.” So as of now we dumped the halo.

We picked this one up and we think it is worth passing on: It may be laid as a universal rule that a government which attempts more than it ought will perform less.

Our first wife found a new dress shop that sells irregulars. She brought home a coat that fitted like a glove, and it had five sleeves. Very irregular, wouldn't you say?

We were talking to a young bride in our kibbutz the other day, and after six weeks of marriage, she was very disenchanted with married life. She told us that, “You make beds, dust, do dishes, and a couple of weeks later you have to do it all over again.”

Bev Welch tells about the gal that went on a diet of coconuts and bananas to lose weight. She didn't lose too much, but she sure can climb trees!

We know a gal that wears falsies and goes around singing “It’s chest one of those things.”

We should have a prize for the chain in Detroit that loses the most money in 1971. Let's call it the Dummy Award. Any dummy can give it away!

Where is the apartment with the white leather couch and chairs, and the towels in the bathroom are marked His and Whose?

Another Epistle from St. Francis. Not up to his usual form, but it helps to fill the white space: “Dear Butcher I finally worked up enough cour- (Continued on Page 16)
Memo from Faygo

by
MORTON FEIGENSON
President

Faygo has been shipping to P & C Food Markets' warehouse at Syracuse, N.Y., some 450 miles away from our Detroit plant, only since May of this year.

"Helluva warehouse tonnage to handle, but we're making a lot of bucks on Faygo," said Frank J. Horgan, P & C buyer-merchandiser. Donald E. Lentz, director of merchandising and procurement for the chain store and wholesaler operation, nodded agreement — although not wholeheartedly.

"Our overall warehouse pop volume is showing good upward movement," said Lentz. "However, the fervor of Faygo's TV advertising and promotion has been slicing slightly into our private label. Anyway, we want to document Faygo's store-level profitability."

Pausing a moment, he added:

"Over the next few months we'll have per-cubic-foot profit readings on all soft drink movement out of our stores, on both store-door and warehouse lines. Then, of course, we will allocate shelf space and buy accordingly."

THE BELL RINGER

(Continued from Page 15)

age to call your dear friend George Nepil, and I gave him your message and I believe our phone has been disconnected, and will no doubt have to appear before the court that handles such awful language. As you say, this is a family magazine. I don't think I had better repeat his greeting to you. He will deliver it to you in person.

Thanks again for sharing your evening with your first and last wife while we were in town. Keep cutting that meat and lowering your prices or Uncle will call on you. Love and Kisses.—St. Francis of Arlington Heights."

With his closing of "love and kisses" we are getting a bit suspicious of old St. Francis of Arlington.

Our old friend Brownie of Eastern Poultry tells us that Eastern has started on their new building at Russell and Ferry Streets. Hey Brownie, you are going to have to sell a lot of turkeys to pay for that baby!

Jerry Yono tells about the lush who was in the slammer on a D & D charge. So for his one phone call, he phoned the local liquor store.

Phil Saverino comes up with this pearl of wisdom: "Fun is like insurance. The older you get, the more it costs you." Phil, we didn't think you were that old!

We have a suggestion for some of the skin flicks: Why not a marque sign: "Now Showing—Everything."

We overheard our first wife tell one of her girl friends that she didn't mind me fooling around, as long as some other woman wasn't helping me.

And now, a quote from the old Greek philosopher, Aristotle: "Na Fas Ti Kardia Sou Exo, Charley Manos."

Hey Deeb, we learned through the underground grape vine you've been elected chairman of the MSU College of Communication Arts Alumni Association. Howinell can the various State alums in journalism, radio, TV, etc., put up with you is beyond me. Anyway, congratulations.

At this time, we'd like to thank brother Dick Purtan of WXYZ Radio for the plug he gave this

(Continued on Page 18)
Magnuson Food Products Relocates to Newer Quarters

Magnuson Food Products Corp., an AFD member, has relocated to newer and larger quarters, it has been announced by the firm's president, Robert P. Magnuson. The new address is 8330 W. Chicago Ave., Detroit, Mich. 48204. The new phone is (313) 491-8200.

The move was the third in recent years for the bakers of Bays English Muffins since the firm began in business in Detroit 22 years ago. The new facility provides manufacturing space almost twice the size of the old Third Ave. plant, Magnuson said, and permits his wife to move her Greeting Card company, Magnuson, Inc. to the new site.

Mr. Magnuson was pleased to note that the relocation was done within a week's time with little or no interruption of service. A unique announcement of the move was sent to its retail and institutional customers printed on a small retail grocery bag.
AROUND THE TOWN

(Continued from Page 12)

Edward Murphy, formerly connected with the Maxwell House division of General Foods, is the new regional sales manager for the Frank Tea & Spice Co., Detroit office. The firm is an AFD member.

* * *

John Charles is the new Detroit district manager for Standard Brands. He succeeds Hugh Jordan, who has been transferred to Cincinnati.

* * *

The AFD was saddened recently to learn of the passing of the director and former chairman of Peter Eckrich and Sons, Inc., Henry C. Eckrich. He was 67.

* * *

E. W. Baker, Inc., headquartered in Birmingham, is the new public relations agency for Faygo Beverages. Bernie Thomas, the Faygo PR counsel since 1965, recently joined Baker as director of the agency’s PR division.

* * *

Congratulations to AFD member George Greib, operator of Greib’s Market, Ferndale, on his recent election as a City Commissioner in that city.

THE BELL RINGER

(Continued from Page 16)

column and the magazine during one of his superb morning broadcasts. Thank you, Dick.

* * *

While on the subject of thanks, we extend our thanks in behalf of the entire AFD to Judy Neuman of the Free Press for the article on quality meat stores around the Motor City. It was appreciated by all.

* * *

Don’t forget the big Date — that’s Feb. 8 — when our big shindig will be held at the Raleigh House. It’s our 56th anniversary and Annual Food Trade Dinner. We will promise you it will be the biggest and best yet! Also mark down Feb. 6-13, the dates of our 8th Annual Grocers Week in Michigan public service campaign. Everyone should tie in with this big week.

* * *

Dear John, that’s all she wrote.—ACB

---

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Affiliated with the
NATIONAL ASSOCIATION
OF FOOD RETAILERS
AFD Trade Dinner
Set For Feb. 8;
Grocers Week Too

The Associated Food Dealers' 56th Annual Food Trade Dinner will be held next Feb. 8 at the Raleigh House, Southfield, it has been jointly announced by co-chairman Alex Bell of Village Food Market, and Omer Gagne of People's Super Markets. The big event and celebration will once again be the highlight of the 8th annual "Grocers Week in Michigan" promotion, sponsored by the association in behalf of the total food industry. Grocers Week will be held Feb. 6-13, 1972.

All segments of the food and beverage industries — manufacturers, processors, wholesalers, brokers and retailers — are urged to again participate in the increasingly popular campaign. Gov. William Milliken will again proclaim the week-long promotion, as will the vast majority of Mayors of Michigan cities.

AFD president William Bennett has invited food and beverage companies to sponsor portions of the program, and/or place their advertising message in AFD's award-winning magazine, The Food Dealer, which will be the program book for the big event.

Companies interested in sponsoring a portion of the banquet, or in placing an ad, should contact Ed Deeb, said Bennett.

PRIMEAT PACKING COMPANY in expansion. Morris Flatt, president of the company, center, is congratulated by Dr. Ganz (DVM) of the Michigan Department of Agriculture on the opening of its new $750,000 on-the-rail killing floor which will double the firm's production. Flanking them on the left, Primeat's William Scarbrough and Vernon Giles; and on the right, Sam Flatt and Jack Freeman.

Get together with Grocers Baking and make some

GROCERS BAKING CO.
America's largest bakery exclusively owned by and operated for affiliated food retailers.

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Galesburg 309-343-6271
Grand Rapids 616-451-6271
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Lansing 517-483-6271
Marquette 906-225-6271
Muskegon 616-846-6271
Orchard Lake 248-868-6271
St. Paul 612-451-6271
Sturgis 616-583-6271
Toledo 419-788-6271
West Branch 906-722-6271
Merchandising

Creation of an office of consumer affairs, and the appointment of Reba J. Webber as its administrator, have been announced by Peter Eckrich and Sons, an AFD member.

Mario’s Food Products, an AFD member, is introducing into the Michigan market a line of California ripe olives under the Mario’s label. The introduction is supported with case allowances and features a consumer mail-in offer. For more information contact Mario’s or any of its brokers.

Acme Detroit Food Brokerage representative Roger Petty has been presented with the Broker of the Year Award for outstanding sales achievement, by Party Tyme Products. New packaging, saturation advertising and follow-through personal sales contact, made the award possible.

The Frank Tea & Spice Co., an AFD member, has announced the promotion of James J. Kothe to the position of Detroit district sales manager. He has been with the company 18 years.

Anheuser-Busch, Inc., has announced it will expand its Budweiser Malt Liquor into 225 additional markets, bringing the total number of markets in the U.S. to 625, according to Orion P. Burkhardt, the brand’s manager.

Cookies and milk bring back many childhood memories, as was attested at this year’s recent State Fair. Miss Lee Murray was the featured highlight of continuous cooking demonstrations in cooperation with Archway Cookies, an AFD member, and other participating firms.

Del Monte Corporation has announced the new edition for the company’s annual midwinter sales event, designed to get 1972 off to a fast start. The theme is “Turn up your sales volume with ‘Fiesta Del Monte’,” according to the sales company president, Walter W. Berris. It emphasizes good store display and trade and consumer advertising support.

Stroh Brewery Company, Detroit, has announced four appointments, according to Leo P. Brown, general sales manager. Robert Horvath has been named a district manager; Forrest Morgenson, named district manager; Timothy Kuras, named merchandising representative; and Robert G. Ewers named special representative for the young adult market, a new post.

United Brokerage Company, an AFD member, has reported the acquisition of the James M. Kinsey Company of Ft. Wayne, Indiana.

Mario’s
THE OLIVE PEOPLE
Contact your Mario’s Representative for complete details on our TOTAL OLIVE PROGRAM
WHEN YOU'RE DISABLED AND CAN'T WORK...

YOU CAN COUNT ON THE AFD'S INCOME PROTECTION PLAN FOR EMERGENCY CASH TO LIVE ON!

When a disability strikes, you face this cold, hard fact — your regular income will be cut off! Protect yourself now against such a financial disaster with the official Income Protection Insurance Plan available to you as a member of the Associated Food Dealers.

PAYS YOU UP TO $800.00 A MONTH when you're sick or hurt and can't work.

These benefits are tax free, paid directly to you to use as you see fit — for food, your home, car payments — even to help pay extra hospital and doctor bills that accompany a serious disability.

You can afford the AFD's plan! The wide selection of monthly benefit amounts lets you tailor your plan to fit both your budget and your insurance needs. This, combined with liberal benefits and valuable extras — all at low Association Group rates — means you get more coverage for your money!

The AFD's Income Protection Plan covers you on or off the job, in or out of the hospital, and pays in addition to any other insurance you may have. What's more, your plan pays $1,000.00 for accidental death and pays up to $23,000.00 for accidental loss of limbs, sight, speech or hearing, on a scheduled basis.

ALSO AVAILABLE — UP TO $20,000.00 LIFE INSURANCE! Provide more financial security for your family with the AFD's Life Insurance Plan. It's the ideal, low-cost way to increase your present life insurance estate to meet today's inflated security needs.

ACT NOW! Get the full details on the AFD's insurance plans — just fill out the Information Certificate below and mail it today.
TAX TOPICS

Losses, Tax Overpayments Can Bring Speedy Refund

By MOE R. MILLER
Accountant and Tax Attorney

Many businesses will end this taxable year with a right to some kind of Federal Tax Refund. Collecting a tax refund through ordinary procedures may take quite some time, but a quick refund claim gets the claimant his money back within 45 to 90 days.

QUICK REFUNDS ARE AVAILABLE FOR:
1—Operating loss carrybacks of individuals and corporation.
2—Capital loss carry back of corporations.
3—Estimated tax overpayments of corporation.
4—Investment credit carry backs of individuals and corporations.

OPERATING LOSS CARRYBACKS
An individual whose unincorporated business finished its year with an operating loss uses Form 1045 to file a quick refund claim based on a carryback to earlier years. A corporation that finishes its year in the red uses Form 1139 for the quick refund based on its loss carryback. A net operating loss is first carried back to the earliest of three years. Anything then remaining can be carried over as many as five years following the loss year. So that you have eight years in which to carry your loss; three years back and five years forward.

CORPORATE CAPITAL LOSS CARRYBACKS
A corporation that realizes capital losses in a year beginning after 1970 can carry them back to recover capital gains taxes paid in 1968, 1969 and 1970. These capital loss carryback refunds can be recovered by the same quick refund procedure as corporate operating losses.

OVERPAYMENT OF CORPORATE ESTIMATE TAX
Many corporations may find that their estimate tax payments made this year exceed what their tax will be. This overpayment of estimated tax, if large enough, can be recovered by a quick refund claim filed on Form 4466. To qualify for refund procedure, the estimate tax overpayment must be at least (1) 10% of the tax due and (2) $500.

UNUSED INVESTMENT CREDIT CARRYBACKS
Individuals or corporations that end the year with an unused investment credit may file quick refund claims based on a carryback of the unused credit to earlier years. They use the same forms and procedures as for operating loss carrybacks.

Person in $5,000 to $10,000 Bracket May Overpay '70 Tax

It will be easier for many individuals to compute their '71 income tax because of a change made by the '69 Tax Reform Act. Those persons using the standard deduction instead of itemizing their personal expense deductions, will be able to get their tax from an optional table if their adjusted gross income is under $10,000. Before this law change, the optional table could be used only for adjusted gross income under $5,000.

As a matter of law, an individual with adjusted gross income of $5,000 to under $10,000 is entitled to compute his own tax using the standard deduction. That may give him a lower tax than the optional table, because the table gives the tax by $50 income brackets.

HAVE ANY TAX QUESTIONS?
If you have any questions concerning taxes or related problems, drop a note to Mr. Miller care of The Food Dealer, 434 W. Eight Mile Rd., Detroit, Michigan 48220.
Group Blue Cross - Blue Shield
Available To All Member Stores And Their Employees

For those food and beverage merchants who are not aware, Blue Cross-Blue Shield hospitalization 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 our Blue Cross hospital insurance plan, call the AFD office so we can explain how you can participate. Retailers who are not yet members of the Associated Food Dealers, call our office at (313) 542-9550 to join our association (now over 2,100 members strong) and be eligible for our many programs and services.

MEMBERSHIP APPLICATION

Name of Firm _______________________________________
Address __________________________________________
City _______________________________________________
Owner's Name _______________________________________
Check One: Retailer □  Supplier □
If retailer, 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 our industry in your community. In addition, such services as Blue Cross and all types of general insurance, coupon redemption program, weekly newsletter, and a wide variety of other services are available. Call and let us tell about them. Or, clip out the application and mail to:

ASSOCIATED FOOD DEALERS
434 W. Eight Mile Rd.
Detroit, Mich. 48220 — Phone: 542-9550