The annual silver salmon promotion for Michigan held recently was a big success. On hand for festivities were, from left, above, Ed Finsilver of Fin Brokerage Co.; Gar McDade, vice-president and general manager A & P Food Stores, Detroit; Albert Tivy, west coast fish processor; William Dixon, Northwest Orient Airlines, transporter; and Harry Mulligan, A & P.
In the Detroit-Southeastern Michigan area

The brands that mean business
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AWARD WINNERS — The recipients of the 1971 Distinguished Service Awards presented by the Associated Food Dealers are pictured above. Seated, left to right, Patrick Allen of Paul Inman Associates; Evelyn Cairns, for Melius Newspapers; and Alfred Warczak, Butcher Boy Meats, Inc.; Standing, from left, Edward Shatter, Tip Top division of Ward Foods; Eugene Balice, Liberty Paper & Bag Company; Herman Polk, Faygo Beverages, Inc.; and Wayne County Probate Judge George N. Bashara Jr., who was guest speaker at the AFD event.

Six Receive AFD Distinguished Service Awards

Five food firm representatives and one area weekly newspaper, have been cited by the Associated Food Dealers (AFD) for “distinguished and extraordinary service” to the food industry of Michigan.

The occasion was the seventh Annual Awards Banquet. The state’s largest food distribution association, with over 2,200 members, presented the citations for outstanding service.

Recipients of the Distinguished Service honors were Edward Shatter of Ward Baking Company, bakers; Patrick Allen of Paul Inman Associates, food brokers; Herman Polk of Faygo Beverages, Inc., soft drink manufacturer; Alfred Warczak, president of Butcher Boy Meats, Inc., meat packers and distributors; and Eugene Balice, of Liberty Paper & Bag Company, supplier.

Melius Newspapers, founded in 1918 and publisher of seven neighborhood weekly newspapers, was cited for “fair, accurate and outstanding editorial coverage of events pertaining to the food industry in particular, and the business community generally.”

Wayne County Probate Judge George N. Bashara Jr. was the guest speaker at the association’s awards ceremonies. His talk centered around community commitment and involvement at all levels, including politics, urging businessmen to speak out on the issues of the day.

Presenting the 1971 awards in behalf of the food organization were AFD’s Michael Giancotti and executive director Edward Deeb. Over 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, the total food industry and the community, in the spirit of inter-food industry cooperation and the free enterprise system, Deeb said.
The Sounding Board

To the AFD:

I would like to commend Ed Deeb and the members of the Associated Food Dealers for your efforts in promoting a higher degree of citizen participation in our electoral process. This country was founded on the principles of democracy in which all citizens have a voice and a vote in the selection and operation of their government. It is through efforts such as yours that the American system of government is greatly strengthened.

William G. Milliken
Governor of Michigan

I have just learned of the efforts of the Associated Food Dealers to promote contributions to political parties. May I offer my sincerest congratulations and thank you for your efforts. Our great system of democracy is built on strong, healthy political parties. The parties remain strong only as long as all Americans remain interested in and participate in their activities. Your splendid efforts will help to keep our parties strong and our system healthy.

William McLaughlin
Chairman
Republican State Central Committeee

How do you say "Thank You" to a bunch of swell guys who collectively and individually have been so kind, so thoughtful and gracious to me during and ever since my heart surgery and convalescence? By a very wonderful fruit basket so beautifully put together for the Association by one of our members, by flowers, cards, telephone and personal inquiries. You have all been just grand to me. God bless you all.

I am happy to advise all of you that I am coming along just fine and gradually getting stronger. The ordeal I went through was complicated by an unexpected "staph" infection. But that, too has been overcome, and I hope to be back among you soon.

George Bashara, Sr.
Bashara & Bashara
AFD Legal Counsel

I would like to thank the officers and members of the Associated Food Dealers for the lovely flowers. They did wonders to brighten up the room during my convalescence following surgery. As you know by now, the operation was a success, and I am happily back on the job. Thanks so much.

Allen L. Verbrugge
Verbrugge's Market
(AF D Vice-President)
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.
It is very interesting to note that, recently it seems whenever the police, who have been under criticism of late, come up with a good idea, immediately various organized forces tend to play down the idea.

I am referring this time to the Detroit Police Department's newly created STRESS division, which, simply means Stop the Robberies and Enjoy Safe Streets. It's an offshoot of the former successful Vanguard Patrol. Now why would anyone be against something which will benefit our society?

When you stop to think about it, curbing one thing will indeed have a direct affect on the other. Usually robberies are committed with the use of one type of weapon or another. If we can reduce the number of robberies, and in turn, reduce the number of weapons, then we can safely assume the number of violent weapon-related crimes will be reduced also.

The chief argument being made by opponents of the STRESS units, is that policemen assigned to these units work in ordinary plain work clothes, drive unmarked cars and trucks, and are difficult to notice. These persons say that to nab a criminal or potential criminal under these circumstances is "entrapment."

As was the case with Vanguard, the beauty of the STRESS team is that the boys in blue are doing their jobs without the hoodlums, bandits or thieves knowing they are around. Obviously, sooner or later the mere concept of the STRESS team will deter crime even more.

And that's the name of the game — to deter and reduce crime. Businessmen, and senior citizens, especially helpless old ladies, of all races, have praised STRESS as a step in the right direction.

It's time that society as a whole stopped the petty bickering and got down to business of helping to improve our way of life.

It's also about time that we gave our police a vote of confidence. Let's Stop The Robberies and Enjoy Safe Streets.
1971 NAFR Resolutions

The following are the 1971 resolutions submitted and approved during the 86th annual convention of the National Association of Food Retailers, which met last month in Las Vegas.

1—Wage Hour Freeze. Whereas members of the National Association of Food Retailers (NAFR) have been confronted with many drastic price increases on wholesale purchases, and extremely higher labor costs which have resulted in higher prices to consumers, especially since retailers have no control over prices charged by wholesale suppliers; and Whereas food retailers recognize that consumers have been penalized by many strikes, high unemployment rates, increased property taxes, higher security taxes, increased welfare expenditures, with higher taxes as a result, along with many other economic factors which have reduced the consumer's net income; Therefore, be it resolved by NAFR during its 1971 annual convention in Las Vegas, Nevada, to commend President Nixon for establishing wage and price controls under power delegated to him by the U.S. Congress, and urged our members to communicate with their Legislators to urge their cooperation in President Nixon's efforts concerning wage and price controls.

2—The Term “Discount”. Whereas many companies and retailers are more and more relying on the word “discount” to promote their products or services; and whereas the Federal Trade Commission is currently investigating fraudulent uses of the word “discount” in all of its derivations; Therefore, be it resolved by NAFR to encourage the FTC to seek a clear definition as to what is meant by “discount” or “discount prices” (as discounted from what?), and urge that a more thorough meaning be established for the use of the word “discount” so as not to mislead the consumers of the U.S.

3—Standardized Food Packages. Whereas a large number of consumers or consumer organizations have proposed that all retail stores provide for unit-pricing of merchandising indicating the price-per-measure (unit, ounce, pound, dozen, etc.) in order to make shopping simpler and more meaningful for consumers; Therefore, be it resolved by NAFR to encourage manufacturers to create and establish among themselves more uniform packaging, which will end unneeded duplication; and permit more retail food merchants to stock less variations of package sizes, thereby hopefully reducing costs which will be passed on to consumers in the form of lower prices.

4—The Metric System. Whereas, the U.S. Department of Commerce has been seriously surveying the need for the United States to adopt the metric system of weights and measures, aside from our current system of ounces, pounds, inches and feet; Be it resolved by the NAFR that we encourage the Department in its efforts to implement the system; Be it further resolved, that U.S. food and non-food manufacturers be encouraged to imprint both systems of weights and measures on their packages, as many food manufacturers have already begun.

5—Opposition to Unit Pricing Laws. Whereas consumers have been calling for unit (or dual) pricing on merchandise sold in retail stores; and Whereas establishment of the system is quite costly, and requires use of computers; and Whereas small independent merchants do not have access to computers, and therefore would be handicapped to use the system of unit or dual pricing; and Whereas we feel the real answer to the situation lies through more use of standardized packaging (as explained in resolution No. 3) to eliminate consumer confusion, in normal size progressions; and Whereas we do not oppose voluntary use of unit pricing systems by companies; and Whereby a bill is currently being considered by the U.S. Congress; Therefore, be it resolved that the National Association of Food Retailers to oppose the bill in Congress as being unnecessary and discriminatory.

6—Uniform Food Inspection Standards. Whereas merchants are subjected to food and equipment inspections by various governmental agencies at the local, county, state and Federal levels (Continued on Page 13)
THE PRESIDENT'S CORNER

Congratulations to the AFD Award Winners

By WILLIAM BENNETT

In behalf of the members of the Associated Food Dealers, at this time I wish to thank all those who attended our recent 7th Annual Awards Banquet at Club Venetian in Madison Heights.

Although I personally was unable to attend this year (I was at the National Association of Convenience Stores convention), it was gratifying to learn of the wonderful turnout (over 620 attended) of industry people for our annual awards presentations.

Purpose of the awards is to give due recognition to those individuals who have excelled in service to their employers, food retailers and the total food and beverage industries, in the spirit of progress and inter-industry cooperation.

In addition it is the time when we present citations for distinguished service to those persons or companies in behalf of the Michigan food distribution industry for service to the trade, while helping make others aware of the job we are doing collectively.

The banquet and the awards is an opportunity for retailers to pay tribute to other segments of the food industry and the news media for their assistance. We usually all have a tendency to take some things for granted; to accept some services without taking time to express our appreciation for them.

We may not always say it, but we know that as retailers, we are only one link in the chain of distribution required to get food moved efficiently from the farm to the consumer's kitchen table. We are only one part of the system and we recognize the essential part played by the manufacturers, brokers and wholesalers.

The AFD is also hopeful that our awards program will promote greater unity within our industry and encourage each segment to cooperate more effectively to keep the public better informed of our contributions to modern society and to prevent some of the present efforts of consumer groups or legislators to make scapegoats out of food retailers or any other segment of our industry.

Like every other industry, we realize there is room for improvement and we're sure in all other groups, are committed to working for such improvement, as our chairman Harvey Weisberg often says. (We were saddened to learn that, at the very last minute, Harv and Peter Weisberg couldn't be with us at the banquet, due to the untimely passing of his niece, Diane Weisberg, 14, daughter of Mr. and Mrs. Harold Weisberg.)

Some 137 nominations were submitted by our members, and screened by the AFD Awards Committee. Although only a few individuals can be cited each year, it should be noted that the AFD is indeed appreciative of the work being done by ALL salesmen and companies in the food field.

The Associated Food Dealers has long paved the way at bringing unity to our industry, and has done more good for the total industry than any other association in recent years. In performing various vital services, the AFD has grown to where today we enjoy a fine reputation as the largest and most active food distribution association in Michigan, by far.

We have achieved this stature by genuinely concerning ourselves with legitimate problems by not fearing to "get involved" in our industry, as well as in the various communities around the state. Efforts of the AFD have brought our great industry closer together in the cause of justice and fair play both within and without the field, like never before accomplished.

At this time, I think it appropriate to reiterate the words of our past-president Mike Giancotti: "Unfortunately," he said, "when the AFD, like a college football team, ranks No. 1, all the guns are after you. We have no intentions however, of relinquishing our No. 1 position."

Meanwhile, our congratulations to Herman Polk of Faygo Beverages, Inc.; Patrick Allen of Paul Inman Associates; Alfred Warczak of Butcher Boy Meats; Edward Shatter of Ward Foods; and Gene Balice of Liberty Paper and Bag Co.
Two New Supplier Members Join AFD

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

TAMAREN BEEF CO., INC., processors and distributors of meat products, 1515 E. Kirby, Detroit, Mich. 48211; Phone (313) 871-6210.
TOM'S TOASTED PEANUTS, distributor of var-

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.

Try Black Label and enjoy a beer with a heartiness all its own. Deep, honest, all-beer flavor. A fuller flavor that makes Black Label the world's leading internationally brewed beer.
Want one? Just whistle—Mabel, Black Label!

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Big in every way

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Peters SAUSAGE COMPANY
CONGRATULATIONS are in order to two Flint area food dealers. They are Rep. Theodore Mansour, whose family operates Mansour's Super Markets, and Sam Farah, president of Central Grocery Company, Flint. Mansour was cited for his involvement in government, while Farah received the humanitarian of the year award by the Michigan Federation of American Syrian-Lebanese Clubs recently at a dinner in Lansing.

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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
- CHITTERLINGS HOG MAWS

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Associated Food Dealers
434 W. 8 Mile Road
Detroit, Michigan 48220

For changes of address, send this form to:

Associated Food Dealers
434 W. 8 Mile Road
Detroit, Michigan 48220

(name) (please print)

Company _____________________________

New _____________________________

Address _____________________________

City _____________________________

State _____________________________ Zip _____________________________

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from your latest issue
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.

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.

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.

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!

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.

INFORMATION CERTIFICATE

Please rush full details on the insurance plans available to me as an AFD member. I am interested in:

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Address: ____________________________

City: ____________________________ State: ______ Zip: ______

FILL OUT AND MAIL TODAY
In Vegas, Refrain From Broads, Booze, Spicy Food

By ALEX BELL

Let's begin by taking the National Association of Food Retailers convention in Las Vegas from the top. Our charter flight took off from Detroit on time. A delicious breakfast was served, and there were only a few boozers on board. But coming back from Vegas, boy did we have a plane full of boozers and losers except Gambling Rose who did okay.

Ed Wimmer of the National Federation of Independent Business did his usual exceptional job of getting the convention to a good start with his theme of "Independence With Independents." Ed has written a great column which appears on Page 14. Read it for your own good.

Is it true that, freely translated, Khalil Gibran means Charley Brown? (Edeebnote: Well, almost, Alex.)

In our last column we mentioned that our first wife let us go to Las Vegas alone, after hearing the advice our faith healer (known as Jerry the Plumber) gave us, that we should refrain from broads, booze, and spicy foods and get to bed early. Well, if you imagine going to bed three nights at 9 p.m. and two nights at 11 p.m. in Las Vegas, migod, it is like committing adultery. Of course we didn't dare misbehave because our first wife's undercover agent Pat Giancotti, was on the trip. Do we get a gold star, Pat?

We have it on good authority that Pat is an avid ice fisherwoman. Yes, she fishes through the ice to get the olives.

We cannot say enough about the Frontier Hotel in Vegas. It is the finest. Our special thanks to Steve Waldman, Jay Roberts, Cathy Sager and Beverly Langman of the Frontier staff for helping us to keep the convention running smoothly. Also, our Detroit coordinators Ernie Anastas and Emory Volpe. Again, thank you.

Our friend Glen Price from Milton-Freewater, Oregon (it is really the name), tells us that since they passed the cash for trash bill in Oregon, he has had to build a warehouse at a cost of $20,000 to save the trash. So watch your Michigan Legislators. They get some crazy ideas sometimes.

Everybody had a good time and nobody wanted their room changed. So, enough already.

Bev Walch tells us that every time she steps off a plane in Las Vegas she is as nervous as a June bride that lost her can opener.

We received a belated get-well card from St. Francis of Arlington Heights. It was entitled, "Ode to the bed pan." We would like to reproduce it here, but, after all, this is a family-type magazine.

After our sojourn in the hospital, our faith healer told me I could eat anything I wanted — and (Continued on Page 15)
NAFR Resolutions
(Continued from Page 7)

through such agencies as local, county and state food inspectors
and health department; and federally through Food and Drug
Administration and the Department of Agriculture; and Whereas
the standards used during various food and equipment inspection
visits, are not uniform between these agencies; Therefore be it
resolved that the National Association of Food Retailers seek the
establishment of local, state and Federal food inspection and
equipment standards (as is currently being inaugurated in the
State of Michigan); and Be it further resolved that NAFR re­
commend the establishment of a National Food Council involv­ing
U.S. Department of Agriculture, Food and Drug Adminis­
tration, and the Federal Trade Commission, and representatives
from various segment of the food industry and the various states
to meet regularly to discuss and disseminate these standards,
which will ultimately save U.S. taxpayers money by eliminating
duplication and triplication of inspections. Be it further resolved
we wish to go on record as not opposing food and equipment
inspection, nor do we feel it unfair to ask those who are doing it,
but we feel the time it here for uniform inspections between all agen­
cies at all levels, which we feel will end condemnation of honest
companies and merchants by allegation, half-truth and innuendo,
and eliminate the possibility, as is being done today in many
cases, of unfair public trial of merchants through the news media.

7—Overtime Provisions of Wage-Hour Law. Whereas the
NAFR wishes to clarify various rulings of the Wage and Hour
Division of the U.S. Department of Labor, regarding those in­
dividuals who are considered supervisory employees or depart­
ment heads, particularly those governing overtime work to per­
form the functions and duties of a specific job category. There­
fore, be it resolved that NAFR request the Wage and Hour
Division of U.S. Department of Labor, to exempt supervisory em­
ployees in retail markets who have charge of a department and
who employ one or more clerks; these supervisory employees
exempted must receive a minimum salary of $850.00 per month.

8—Federal Food Stamp Program. Whereas it is the desire of
the National Association of Food Retailers to give the U.S.
Department of Agriculture a vote of confidence in its efforts to ad­
minister and expand the Federal Food Stamp Program, which we
endorse as the most efficient system for helping to alleviate hun­
ger and malnutrition in America, especially among the low­
income groups; and Whereas NAFR opposes commodity dis­
tribution of surplus foods except in special emergencies, in favor
of the Federal Food Stamps, which gives consumers a choice as to
which foods to be purchased, and at which establishment; There­
fore be it resolved that the President and the Congress be en­
couraged to maintain the Federal Food Stamp Program in its
present form and be encouraged to expand it to every city, town
or village in the United States.

9—Greater Enforcement of 1923 Packers Decree. Whereas
NAFR believes the intent of the 1923 Packers Consent Decree
was established to prevent the then meat packers from vertical
and/or horizontal expansion which may be detrimental to the
food industry and which may lessen competition; Therefore, be
it resolved by NAFR to reactivating enforcement of this Decree,
and to have it include not only wholesale packers, but retailers
as well, who may be, or become, in a position to reduce com­
petition by absorbing various companies into its parent corpora­
tion, which would not be in the best interest of the industry or
the consuming public.

10—ID Cards With Photos For Recipients. Whereas the Na­
tional Association of Food Retailers has been calling for identi­
fication cards for welfare-aid recipients to (1) make it easier for
recipients to cash their checks; and (2) to protect merchants and
bankers from fraudulent passing and cashing of these government
checks; Therefore, be it resolved, that NAFR reaffirm its interest
and intent on having the Department of Health, Education and
Welfare and/or the various State or County agencies establish a
policy of issuing ID cards with photos to ADC, Social Security

GREETING each other during the 86th annual convention of
the National Association of Food Retailers were from left, presi­
dent Michael Giancotti, Raymond Lloyd of the Federal Trade
Commission, treasurer Louis Gallowitz and featured speaker Ed
Wimmer.

TIME FOR SOCIALIZING — NAFR convention chairman
Alex Bell, left to right, chats with noted trumpeter Harry James,
as Carl Mannone of Carl's Market, striped shirt, and Ernest
Anastas look on.

MEETING THE STARS was one of the highlights of the con­
vention trip to Las Vegas. Flanking singer Frank Sinatra Jr.,
who was appearing at the Frontier Hotel, are Alex Bell, left, and Ed Deeb.

and other public welfare-aid recipients to help discourage fraud;
Be it further resolved that, excepting Social Security recipients,
that these persons seek to find jobs; Be it further resolved, that
distribution of government checks be considered via pick-up by
recipients themselves at various banks or branches of the U.S.
Post Office.

—NATIONAL ASSOCIATION
OF FOOD RETAILERS
Independents Must Improve To Remain Successful

By ED WIMMER
National Federation of Independent Business

It was great being with the members of the National Association of Independent Food Retailers in Las Vegas, and having an opportunity to address another of your national conventions. It was another opportunity to do a selling job on "Independence with Independents" as the last best hope of putting the "free" back in "free enterprise."

The sessions I attended were all good, and the Convention opened on the wave of confusion and consternation caused by the "bomb" dropped by the President the night before.

Developments since seem to have supported my keynote analysis that the Administration had to do something to halt the drain of our gold, and the wild foreign speculation with our 33-cent dollars.

President Nixon was also in a bind on the import issue. He had to do something to stall the revenue sharing proposal because you can't share deficits and not have more deficits, and the push on the guaranteed annual wage (Family Assistance Plan) called for some postponement from the Congress.

After that was the apparent need of excise tax and investment credit reform which, all together,

had to be put over behind some kind of magic curtain or emergency that was safeguarded for the moment by a degree of popular support; so, what better plan than a temporary freeze of wages and prices?

A question of whether such action will or will not come up to expectations, of course, is far, far from important when considered in light of the real causes behind all these emergencies: the concentration of power in agriculture, industry, finance, labor and government, which concentration and loss of independence by millions of family farmers, small businessmen, local bankers, and, yes, the 'working' population, plus the unrest of our cities and our youth, and the exodus of nearly 20 million people from rural to urban America in the last two decades.

Add CONSUMERISM and NADERISM — 150 bills in Congress to harness business, most of the inflationary pressure and federalism on an unparalleled scale, and you, in my opinion, have only part of the price we are paying for letting the big chains and combines monopolize our economy, bring a "sickness of absenteeism" to our towns and cities, leaving the whole country, in fact, at the mercy, whim and decision of the few.

It is true, that far too many of our independents refuse to join any organization set up to minimize these conditions. They don't know or care how they treat customers. They operate run-down, dirty stores, and are constantly out of everyday items sought by the homemakers. They just don't care what happens to their communities or to their country, and they hurt those around them who do care.

They are the best friends the chain stores ever had, wherever they spread their web, as a look at Detroit or any other city will prove.

Conventions like the one you had in Las Vegas, while small in comparative size, was big in issues. It was timely, and those who came were there to learn and to later apply what they learned; so, who knows where all the good of such affairs really begins and ends.

We are glad we had a part in it. We know that you all know the challenge that faces each and every independent, and the opportunity that now exists for him to write some history.

Virgil said: "If the gods on high will not move, I will set all hell in an uproar," and in these words there is the restless spirit that will either move Congress and the people to do the right thing, or create an uproar that all hell wouldn't have.—E.W
THE BELL RINGER
(Continued from Page 12)
gave me a list of what I wanted; a real cutie pie.

* * *
Special for Tom McMaster of Allied: Years ago there used to be a story around in the food business, as follows: A merchant was buying cigarettes for $1 a carton and selling them for 90c. He told everybody that he was going to make money on volume. The moral of the story is you have to make a profit, to sell shares.

* * *
Eat your heart out, Alcibiades Moustakas. So what’s new Charlie Manos?

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

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Means More Action, Results!

Smart Retailers Are Stocking Up on this New Meat Treat!

There’s a new meat treat in town, and smart retailers are stocking up on this new item. We’re talking about the tasty new Hammy Wammys. Your customers will love this new and different breakfast meat. They’re also delicious for snacks or a quick lunch, with a delicate smoked flavor and aroma. Retailers will love the new sales and profits this zesty new item will generate. Have you placed your order yet? If not, call us today.

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Lester Howe of Philadelphia Elected New NAFR President

Lester Howe, operator of Lester's Food Market, Philadelphia, and longtime member and director of the National Association of Food Retailers (NAFR), was elected the new president of the organization at the group's recent annual convention in Las Vegas.

Howe, 50, succeeds Michael Giancotti, operator of the Auburn-Orchard Super Markets in Michigan, as the new NAFR head. Giancotti remains a director of the organization.

NAFR represents 18,000 food dealers and local and state food trade associations in some 36 states.

Elected vice-president of the retail food association were Julius Palen, of Palen's Markets, Brooklyn, N.Y.; Glen Price, of Price's IGA Market, Milton-Freewater, Oregon; and John (Jay) Welch, of Hollywood Super Markets, Royal Oak, Mich.

Re-elected to their posts were treasurer Louis Gallowitz, of Variety Meat Markets, Cleveland; and executive secretary Edward Deeb of Detroit. (Deeb also serves as executive director of the Associated Food Dealers of Michigan.)

Newly elected to the board of directors were Phillip Saverino, of Phil's Quality Market, Detroit; Henry Crouch of Hartwell Market, Cincinnati; Richard Jordan, of Portage Market, Cleveland; and Gerv Handorf, of H & G Market, also of Cincinnati.

(Mr. Handorf and Mr. Crouch succeed NAFR past-presidents and directors Fred Unger and George Goodpaster, both of Cincinnati, who died earlier this year.)

Newly elected board chairman was Leo Green, of Greenfield's Market, Yonkers, New York, who has served as a director for several years.

Harold Carlson, secretary of the Oregon Independent Food Dealers Association was re-elected Western Region secretary. David Deerson, secretary of the New York-Bronx Retail Food Dealers Association, was re-elected Eastern Region secretary.

Other NAFR directors include: Alex Bell, of Village Food Market, Grosse Pointe, Mich.; Pat Kenny, Jr., Kenny's Food Store, St. Louis, Mo.; William Kunz, Bill's Food Store, Glendale, N.Y.

In addition, Arthur Miller of Ridgewood, N.Y. (he's secretary of the Eastern New York Food Dealers Assn.); Edward Shorf, Acme Quality Meats, Cleveland; William H. Sherry, Jr., Philadelphia (he's secretary of the Philadelphia Meatstor Association); Donald LaRose, Food Giant Super Markets, Detroit; and Allen Verbrugge, Verbrugge's Market, Grosse Poinle, Mich.

Saverino was also elected the new president of NAFR's National T-Bone Club, succeeding Howe, the new association president.

Howe and his wife Rose, operate Lester's Food Market, 6808 Frankfort Avenue, Philadelphia. They have been in the food business 18 years. He is also a member of the local Philadelphia Meatstores Association. They have two grown children, a son, Daniel, 21, and a daughter, Leslie, 17.

NAFR this year is celebrating its 86th anniversary.
Fall Time Is Picnic Time Too!

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Display These Picnic Items
For Added Sales, Profits
A Checklist of Employment Expense Deductions

By MOE R. MILLER
Accountant and Tax Attorney

Executives and other employees are entitled to deduct many different kinds of business related expenses in addition to deductions for interest, taxes, medical expenses, etc. This checklist will help flag certain deductions when preparing an Income Tax Return.

Employees have a valuable tax-saving opportunity since certain employee expenses are deducted in arriving at adjusted gross income. This can increase the amount of deductible medical and dental deductions. The reasoning behind this theory is that medical expenses are reduced by specified percentages of adjusted gross income (1% for drugs, and 3% for all medical expenses).

All employees can deduct the following types of expenses in addition to the standard deduction:
1. Transportation Expenses—with certain limitations.
2. Away from home travel expenses.
4. Reimbursed Expenses—If deductions exceed reimbursement, all reimbursements are reported as income and all expenses are deducted.

The following checklist, with certain limitations, covers various types of expenses relating to employment which can qualify for deduction by employees as business expenses:

1. Air Fares—Business travel.
3. Auto Expenses—Instead of deducting actual auto expenses and depreciation, a flat mileage reduction is allowed, if certain requirements are met. A standard mileage rate of 12c a mile for the first 15,000 miles of business use and 9c a mile for each succeeding mile.
4. Books—The cost of professional, technical books necessary for use in your work.
5. Cleaning Costs—the cost of having clothes cleaned and pressed while traveling away from home on business is deductible.
6. Commuting Costs—the cost of traveling between your home and place of business is generally not deductible.
7. Convention Trips—if his attendance advances his own employment.
8. Depreciation—Property used in connection with his employment.
9. Dues—Club dues are deductible to the extent directly related to the employees business, provided the Club is used primarily for business purposes.
10. Union Labor Dues or Association (AFD) dues are deductible.
11. Educational Expenses—Deductibility of educational expenses is allowed but is hedged by extensive Treasury rules.
12. Entertaining Expenses—can be deducted if incurred in the course of employment, if they meet certain tests, and are properly substantiated.
13. Work clothes and uniforms—deductible.
14. Gifts—by an employee to customers are deductible up to $25 per year for each recipient.
15. Home Expenses—An employee can deduct a pro rata portion of the expenses of maintenance and depreciation of his home if his employment requires him to keep an office or other space at home to do his work. Some court decisions have allowed a deduction, if the employer did not require an office at home.
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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**

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<td>If retailer, Do you wish Blue Cross Coverage? Yes □ No □</td>
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**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:

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