



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

JULY, 1972

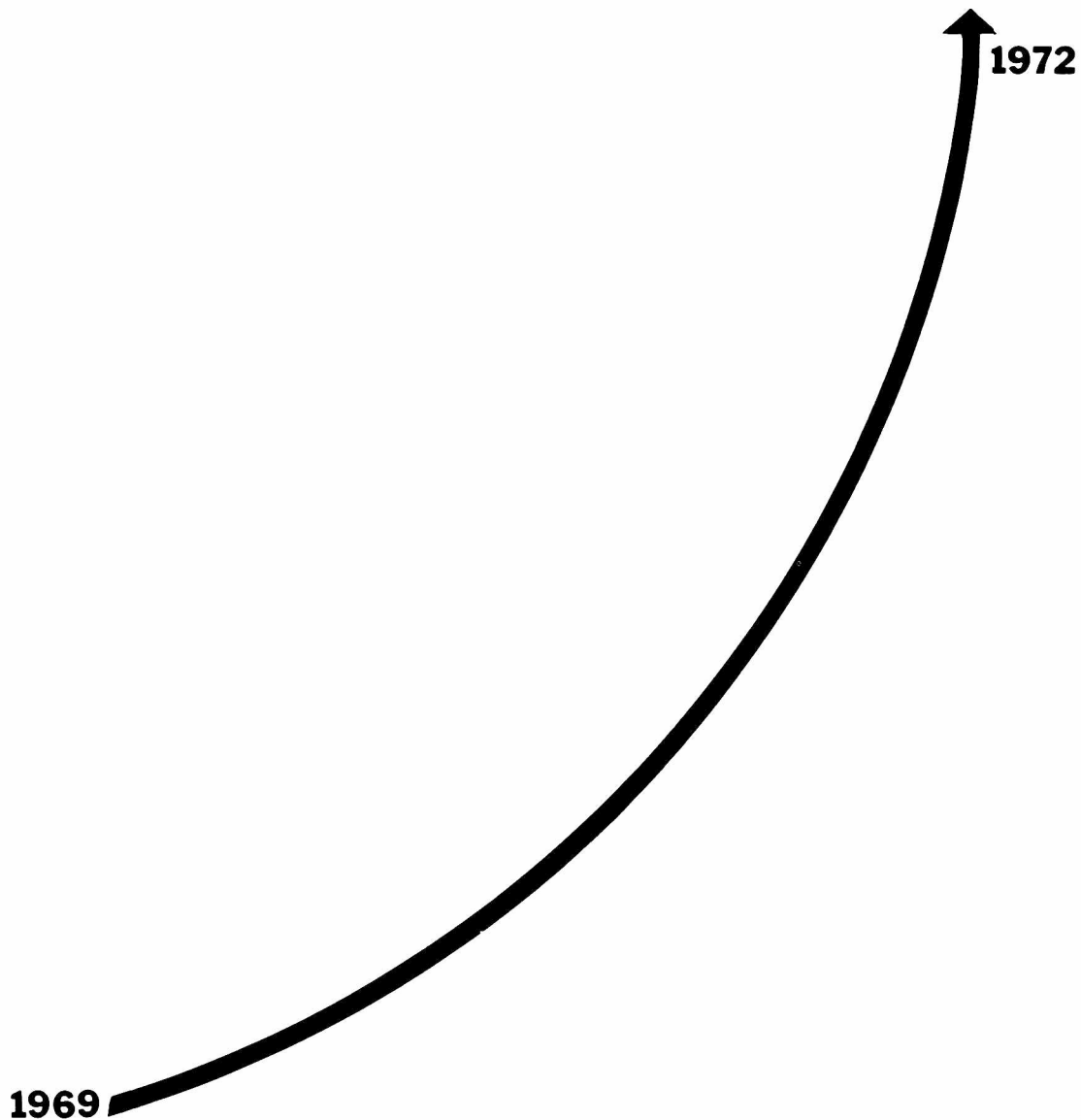


Elsie Stomps in Michigan

Elsie, the cow that helped make Borden's famous, and still an integral part of the company's promotions, made a personal visit to Detroit recently to help promote the firm's products. Flanking Elsie, from left, are area Borden executives Harley Bastian, Art McColgan and William Swanson.

The 'Hours Battle' — Page 3

This is a picture of people enjoying Stroh's beer.



This picture tells a special kind of story. It says that if you line up all of the new friends we've made over the last 3 years, the line will go way up. And that's the kind of story a sales picture ought to tell.

From one beer lover to another.

THE STROH BREWERY COMPANY, DETROIT, MICHIGAN 48226



AFD Appeals for 'Return to Normalcy' on Store Hours

The Associated Food Dealers (AFD), has called for a "return to normalcy" as the battle for more sales through expanded store opening hours and 24-hour openings intensified this week.

The move to later opening hours began earlier this year when several food stores and supermarket chains began "experimenting" with extended store opening hours, said the AFD, the Michigan food trade association which represents over 2,300 members throughout the state.

Vescio Super Markets and several convenience stores were the first to move toward all-night openings in Saginaw and other parts of outstate Michigan.

Danny's Super Markets, Dearborn Heights, was the first food store operation to begin all-night openings in the Detroit area, followed by several convenience-type stores. A few weeks later, Wrigley Super Markets announced it was opening 20 of its 80 stores on a 24-hour basis in June. Today, Wrigley opens 43 of its units all-day.

And the "hours war" was on.

Since then all of the major Detroit area food chains have expanded their store openings by at least two extra hours per day, with the exception of A&P Food Stores. Food industry sources expect that if the situation continues, A&P will also be forced to expand its hours.

In a statement issued by AFD, the association stated that total food consumption is not increased due to the expanded store hours.

"People do not eat more food because of later hours," according to Edward Deeb, executive director of the AFD. "The added convenience merely permits people to shift their purchases from one time to another."

The association also said that expanded hours generally increases store operating costs, as labor and supplies, while catering to no more than two to three percent of food shoppers.

Another factor in the recommendation by the AFD for the return to normal operating hours was the crime problem which could encourage additional store theft and holdups during the late night and early morning, when few persons are on the streets.

"From an industry profit point of view, additional sales are not possible, and therefore create additional

costs," Deeb said. "Costs would have to be passed on to consumers in the form of increased prices on merchandise."

The association statement also reported that rising prices is not in line with President Nixon's price stabilization program to hold down prices. "The move to longer hours does not noticeably improve productivity at the store level," Deeb added.

The AFD also expressed concern for smaller independent food dealers, who, because of the all-night openings, can be forced out of business.

The organization, in addition to its call for normal store hours, suggested that hours could even be reduced further, to 7 p.m. weekdays, as a move toward optimal efficiency.

Hundreds of calls have been received by the food association from all types of merchants, big and small, the AFD said, which led to the decision made by the group's board of directors to appeal for "normalcy."

AFD Asks Price Commission To Waive Food Stamp Rule

The Associated Food Dealers last week asked the Price Commission to seek waiver of the USDA rule which prohibits food stamp users from purchasing imported meats. In a letter to the Commission, the AFD said the waiver for the duration of the period relaxing meat import quotas, will help make the President's program more effective, assist in stabilizing food prices, and assist those who use food stamps to take advantage of the situation.

The AFD stated that the rule to prohibit use of imported beef by food stamp users could then be re-imposed when the quota restrictions are resumed. One of the main reasons for the move, according to the AFD, was that the majority of imported beef is used for hamburger and ground beef, and that it would be quite costly for the nation's food merchants to prepare and sell two different batches of hamburger, in order to serve the food stamp users.

The Sounding Board

To the AFD:

On behalf of the Mayor's Committee, Keep Detroit Beautiful Teens, I would like to extend our sincere gratitude to the Associated Food Dealers for your support of the recent Michigan Palace Premiere. The benefit was a gala evening and financial success for the KDB Teens.

More significantly, though, was that it brought together those citizens whose concern for the future of Detroit extends beyond words, and is rooted in true commitment. Your commitment to 30,000 volunteer KDB Teens has served to re-kindle their energy and spirit in their goal of improving the quality of life in the community.

Mrs. Charles Dawood, Chairman
Detroit Mayor's Committee
Keep Detroit Beautiful Teens

* * *

I want to express my thanks to the Ed Deeb and the officers and directors of the Associated Food Dealers for the responsible leadership you have brought to Michigan's food industry. You have every right to take enormous pride in the numerous activities and accomplishments that are a direct result of AFD's responsiveness to a changing business environment. It is extremely helpful having the AFD as a counselor and a collaborator in industry events.

John W. Allen, Director
Food Systems, Management Program
Michigan State University

* * *

I want to take this opportunity to thank the Associated Food Dealers for your valuable assistance in helping to make the 1972 International Freedom Festival a truly successful event. Your efforts in distributing special Freedom Festival advertising material is greatly appreciated.

Peter W. Stroh
General Chairman
International Freedom Festival

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THOMAS VIOLANTE—Holiday Super Market _____ Royal Oak

WILLIAM WELCH—Hollywood Super Markets _____ Troy

JERRY YONO—Imperial Quality Market _____ Detroit

AFD Honors WMU's Trimpe

A testimonial dinner honoring Dr. Adrian Trimpe, founder and director of Western Michigan University's food distribution program, was held July 7 at the student union building. In recognition of his work with food distributions and the WMU program, the Associated Food Dealers presented Dr. Trimpe who is retiring, with a Distinguished Service Citation. Making the presentation was AFD director Tom Violante, who is also chairman of the AFD Scholarship Program.

Eastern Poultry in New Bldg.

Eastern Poultry Company, an AFD member, has announced it has moved into a brand new building, located at 5454 Russell at the corner of Feery St., Detroit, according to president Herb Mitnick. The firm had been at its former Riopelle location in the Eastern Market since its founding in 1919 by the late Hyman Mitnick.

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Memo from Faygo

by
MORTON FEIGENSON
President



"Faygo is now very definitely a volume line with us. Just as well known, too, especially in Toronto, as national soft drink brands that have been around Ontario for years."

There was a nice sound in these words for Faygo, because Faygo's Canadian marketing role is only three years old.

We were listening to John N. Campbell, Ontario Division Grocery Manager for Dominion Stores Limited, Canada's largest food chain which has served three generations of Canadian shoppers.



**John N. Campbell, Ontario Grocery Division Manager,
Dominion Stores Limited, Toronto, Ontario**

Previously, Mr. Campbell had observed that U.S. supermarkets sell more soft drinks than do supermarkets in Canada. Returning to this topic, he said:

"Dominion has been giving a lot of emphasis to soft drinks. Beverage sections are gradually spreading out in our Ontario division's 225 stores.

"They now handle 20 Faygo items, twice as many as a year ago. The line fits well into our particular discount policy and this policy is that we maintain our high standards of service, quality and variety—and, that 'nobody will knowingly undersell us'.

"All our soft drink lines are showing growth. However, Faygo sales are running 300 percent ahead of a year ago, which is significant because we prefer to move as much merchandise as possible through our warehouse."

* * * * *

Dominion's distribution center in Toronto is not only Canada's largest such facility, it is also, according to Mr. Campbell, the most automated and enables Dominion to automatically assemble separate orders and load as many as 30 trucks simultaneously.

"With this kind of capability," he said, "we want to apply it to all the product we can, so that we can pass distribution cost savings along to consumers."

Mr. Campbell's parting words gave praise to Faygo advertising and store-level promotion. "And, certainly," he emphasized, "your broker does an excellent job."

We agree.

So much so that it is fitting to note here that Cruickshank-Guild is Faygo's Toronto broker and that Robert "Bob" Adair is deserving of much credit for Faygo already being "high on the sales ladder" in Ontario after only three years in this marketplace.



EDWARD DEEB

OFF THE DEEB END

Now, Photo Checks

The banking business has come up with an innovation which makes it easier for customers to cash checks, while at the same time discourages forgers.

Main feature of this new idea is the use of an account holder's photograph imprinted right on his personal check.

Those promoting the photo check, namely Picture Check of Louisiana and Design-A-Check of Nevada, say it would be easier for a person to cash a check, especially when traveling, if his or her picture were on it. Banks using the plan in areas with large numbers of transients report that photo checks make it more convenient for temporary residents to deal with local businesses.

So far over 100 banks have signed up for the plans, and inquiries about them are pouring in from all 50 States and several foreign countries. Law enforcement officials in those areas where the check is in use, have praised the new idea.

Although it is a step in the right direction for eliminating the growing amounts of bad check losses, it is completely voluntary.

The Associated Food Dealers has felt that in the competition for new checking account customers, and the simple manner of signing up a new account without screening applicants, is one of the biggest reasons for the bad check situation as it exists today.

In addition to more careful screening, the AFD has also called for use of an identification card with photo, as another means for "putting prestige back into banking." It gives merchants who cash them a means for "guaranteeing" it is the right person, and therefore almost guaranteeing checks.

The banks in Michigan have made some progress in recent years, by instituting some form of a revolving checking account, requiring a fairly large minimum deposit. Although the idea is good, it too is voluntary.

The banks should adopt the photo-check idea or ID card with photo on a mandatory basis to help resolve the bad check problems – especially since the banks themselves discourage check-cashing in their own banks.



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Great Scott Now Into Fabrics

Great Scott Super Markets has announced the formation of a new subsidiary to sell fabrics at discount prices. Called Great Scott Fabrics Inc., will open for business sometime in September at a 17,000 square-foot store which it will share with Bonnie Discount Drugs, another Great Scott subsidiary. The store is located at Houston and Whittier on Detroit's east side. If successful, the firm plans to open additional units.

State Dairy Council Honors Tom Angott

Tom Angott, president of Detroit Pure Milk Co., an AFD member, and new president of the Dairy Council of Michigan, was honored by the Council at its recent annual meeting. Angott, received the organization's Special Service Award, annually presented to someone who has made significant contributions of time and leadership to the council.


Angott also serves as head of Pitts Packing Co., Wesley's Quaker-Maid ice cream, Michigan Beverage Co. and Modern Foto Co. He is also a member of the executive board of Borman's Inc., and current president of the Detroit Milk Dealers Assn.



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THE CARLING RECYCLING PROGRAM




PITCH IN! That's what the people of the United States Brewers Association and associated industries are asking in order to help to make America a cleaner, better place to live. All through 1972 Pitch In! reminders will be heard on network radio and seen in newspapers, national circulation magazines, and network television. The messages will be presented by representatives of the United States Brewers Association reminding listeners that "Litter is a slap in America's face and yours."

Around the Town

Borman's Inc., operator of Farmer Jack Super Markets, and several other food subsidiaries, has moved into its new warehouse and offices at 18718 Borman Ave., Detroit, Mich. 48228.

* * *

Home Juice Company, an AFD member, has been named employer of the year by the Tri-County Committee for the Handicapped. The award is presented annually to companies that have made outstanding efforts in the hiring of handicapped persons. Our congratulations to Home Juice!

* * *

The Detroit News, an AFD member, through its **Secret Witness** program has offered a \$1,000 reward for information leading to the arrest and conviction of the slayer of the late Salim Kirma, 57, who was a gunman's victim while at his Hazel Park grocery store recently.

* * *

Dianne McKaig, director for the Michigan Consumer Council for the past three years, has resigned her position to accept the post of director of consumer affairs for the Coca-Cola Company in Atlanta.

* * *

A \$400,000 facilities upgrading program which hikes the company's pop canning line speed from 1,000 to 1,200 per minute has been installed and currently operating at **Faygo Beverages**, an AFD member.

* * *

Congratulations to **WWJ Radio**, an AFD member, on being named the winner of a national award for spot news coverage from the Radio and Television News Directors Association. The station is celebrating its 50th anniversary this year.

* * *

John A. Orlando has been named general sales manager of Southeastern Michigan for the **Pepsi-Cola Metropolitan Bottling Co.**, an AFD member, it has been announced by vice-president and general

manager **Louis J. Fusco**. Orlando, 39, has been with the firm over 12 years.

* * *

Thomas L. Chapman has been appointed division sales manager of **Del Monte Sales Company**, an AFD member, according to an announcement by the firm's president, **Walter W. Berris**. He will supervise Del Monte's sales in Detroit, Grand Rapids and Toledo areas, and has been with the company since 1951.

* * *

Paul Kaye Associates, Inc., an AFD broker member, has announced the promotion of **Herman Rubin** to the position of executive vice-president, according to Paul Kaye, president of the firm.

* * *

David Wallington, formerly with **Allied Supermarkets**, has joined **Chatham Super Markets** in the position of senior vice-president in charge of sales and operations, according to an announcement by president **Bernard Weisberg**.

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AFD MEMBER

Intelligent Scheduling Key to Store Planning, Productivity

Proper scheduling can mean the difference between a reasonable and an excessive payroll for a retail food store. There are occasions when the unexpected happens, and a carefully planned schedule is temporarily shot to pieces. For example, a late grocery delivery can run up costs if it results in idle stock clerks and then later requires overtime.

Any unproductive time in any department will naturally affect a store's sales per manhour. No retailer can afford to pay today's high wages to employees waiting around for an assignment. On the other hand, no retailer can afford NOT to have the necessary employees available to provide the kind of service his customers demand.

Hitting the happy medium of having the right number of employees in the store at the right time is of course the big problem, and it is more likely to be acute at the front end. It is impossible to anticipate the exact arrival of every customer and it isn't easy to determine how long she will be shopping before she suddenly descends on a checkstand,

impatient to be checked out so that she can be on her way. But there are scientific approaches to the problem, and they can tell the store manager how many employees he should have available during various times of the day and various days of the week.

Every retail food store owner, manager, and front-end manager has some kind of system for scheduling his front-end employees. In some cases, it is more of a hit-or-miss system, or it may be based on long-term experience. But unless it is based on actual records, it can often prove faulty.

Any food retailer can schedule his front-end employees more intelligently by:

1 — Taking register readings each hour. The readings should be made over a trial period, preferable including several weeks, and should include variable volume conditions — peak and low periods and those in between.

2 — Figuring average hourly sales. The figures will naturally vary from day to day, depending upon the day of the week and the week of the year.

3 — Taking into consideration

any special days or weeks, such as holidays and paydays.

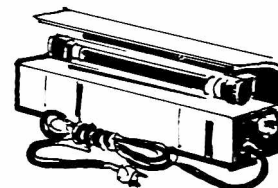
Armed with these actual figures, a retailer can determine how much help he should have at the front end to provide proper service each hour of the day. The retailer must take other factors into consideration of course. He must consider lunch and rest periods, days off, and vacations. He will also be alert to new store openings and promotions of competitors, and he will have a weather eye cocked to try to anticipate any unusual conditions — snow, heavy rains, etc. — that could affect his store traffic.

While all this information is vital to intelligent scheduling, the key figures are the anticipated store volume going through each checkstand. The figures are

(Continued on Page 20)

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(In the Eastern Market)

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THE PRESIDENT'S CORNER

Why Not Subsidize Producers to Produce More Beef?

By ALLEN VERBRUGGE

I was talking with Joe Gaden of Chatham Super Markets at AFD's recent Scholarship Fund Luncheon, and he raised an interesting thought I'd like to pass on here.

It concerned governmental options and incentives to farmers and producers to raise more cattle so that our industry and the consuming public won't be faced with a similar situation as presently exists. That being, short supply and record high prices all the way down the line.

In other words, how about a concerted governmental program to subsidize beef



VERBRUGGE

producers to PRODUCE more beef, which would result in lower prices.

The corn blight which occurred a year ago, caused the situation, directly or indirectly. Predictions that production of beef would be maintained at normal levels were wrong. The blight merely aggravated the situation.

It was at this point the government could have stepped in and acted on the feed situation. Since it takes about 18 months for cattle to get to the marketplace, the government could have deliberately provided incentives, which would have increased the production of cattle.

Since retailers and consumers still rely on the laws of supply and demand, we *assumed* there would be more beef, and since the price is currently high, it would be worth the farmer's while to produce more. But as it is, we cannot make any assumptions there will be more beef in 1973 because we still rely on the farmer's response to demand and usually autonomous market conditions.

We also assume that next year, under present conditions, beef prices will be lower, when in fact, they may be even higher. If consumer demand keeps rising and production doesn't rise any faster than demand, the prices will be as high as they are now, or even higher because of increased costs.

The government could play a real role in helping to increase beef production by, say 10 percent per year, through a program of subsidizing beef producers. As it is now some farmers are paid a subsidy NOT to produce. Why therefore, don't we consider paying him to produce more?

Of course how long this should be kept up, or how much will the subsidization cost, or how much growth should we plan for are some of the questions we would then have to consider. Also, what will the cost of the total program be...and finally, will the consumer benefit in the long run?

It's an interesting concept, you must agree.

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AFD MEMBER



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- \$50 deposit required with each reservation.
- Make reservations early to secure best accommodations.

THE BELL RINGER

24-Hour Openings Now—But Just Wait Til Winter!

By ALEX BELL

So already its July and your columnist is now a senior citizen and deserves all of the prerequisites (?) of the age we have reached. Thank you.

* * *

Boy, was that an opener or what!

* * *

Just as an example, who remembers "Singing Sam the Barbasol Man?" I got news for you. If you can find a tube of Barbasol shaving cream it is the greatest antidote for mosquito bites and sunburn you ever got your hands on. (This is Ma Bell's household hint for the month.)

* * *

Well, we now have 24-hour stores. We have it on good

authority that some chains are working on Congress to make days 48-hours long so that they can stay open 336 hours per week. Don't forget fellas, pretty soon it will be five-below zero and maybe six inches of snow on the ground. About that time, we will say "eat your heart out."

* * *

Bev Welch tells us that she is working on a cook book to be entitled, "Every woman knows the way to a man's heart, but there should be something to eat afterwards." Bev, if you want to have a best-seller you had better shorten the title a little bit. Like, "So now you can eat."

* * *

Handsome Harold the Chicken Man (Brownie) tells us that the way to separate an optimist from a pessimist is that the former insists that every cloud has a silver lining, the latter maintains that every silver lining has a cloud. Handsome Harold: yech!

* * *

Our First Wife clipped us good the other day. She said to me, "Boy you must be middle-aged. Your teeth are in the dentist's office very frequently" Well, after 35 years you learn to laugh.

* * *

Josephine, Our Gal at Hormel's, tells us that men are like wine. "Keep them on the shelf too long and they are apt to turn sour." Josephine, tell your boss Deano, don't tell me.

* * *

Mike Giacotti of Auburn-Orchard Markets tells us that he had a gal apply for a cashier's job. On her



BELL

application where it says "sex?", the answer she wrote: "Once in Pocatello, Idaho." Hey Mike, where is that broad?

* * *

Eddie Acho of J-A Market and the AFD Treasurer, comes up with this gem: "Be a good loser, but don't make it a habit."

* * *

Our first wife told us the other day, "Look baby, by the time you have money to burn – the fire has gone out." I wonder who she was referring to?

* * *

It's Smart to Pick your friends, but not to pieces.

* * *

Jerry Yono of Imperial Market wanted to get rich. He tried to get the grease concession from Tom Jones...to slide T. J. into his pants.

* * *

A recent item in the Detroit News ad section (July 5), the 24-hour store: USDA choice beef. Round Swiss, Arm Swiss, or Round Steak, \$1.08 lb. We wonder when they got down to only the arm swiss. At 1.08 that is not a bad shot at a round bone pot roast! At F.J., small fresh roasting chickens, 39 cents lb. So that is better than fryers at 28 cents lb.

* * *

At our last meeting we were talking to Ray Shoulders of Shoulders Markets about color. So Ray told us that comparable color was when the red on a man's collar matched his wife's lipstick. That's okay Ray, you are back in our neighborhood.

* * *

Special for Sol Shaye: Abe and Sarah were in their 70's when they were married. Every night he would reach out gently and hold her hand. Then, the inevitable happened. One evening as he reached for her hand, Sarah snapped, "Not tonight, Abe. I have a headache." Top that one, Sol.

* * *

Love your Enemies' It will drive them out of their skulls.

* * *

If you want to see a funny movie, don't miss "The Last of the Red Hot Lovers." But, to appreciate it, you should not be newlyweds.

* * *

Say. How About Ben Bernie at the College Inn of the Hotel Sherman in Chicago, and his theme: "It's a lonesome old town when you're not around."

* * *

Eat your heart out, Charley Manos.

* * *

(Continued on Page 20)

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.

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	
INSURANCE GROUP DEPT. Associated Food Dealers 434 W. Eight Mile Road Detroit, Michigan 48220	
Please rush full details on the insurance plans available to me as an AFD member. I am interested in:	
<input type="checkbox"/> Both Plans	<input type="checkbox"/> Income Protection <input type="checkbox"/> Life Insurance
Name _____	
Address _____	
City _____	
State _____ ZIP _____	
Mutual of Omaha The Company that pays. Life Insurance Affiliate: United of Omaha Mutual of Omaha Insurance Company HOME OFFICE: OMAHA, NEBRASKA	
FILL OUT AND MAIL TODAY	

Six New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food distribution association and service organization, representing over 2,300 members, wishes to welcome aboard six new supplier members to the Association. Their names, addresses and phone numbers are as follows:

APPROVED INVENTORY SPECIALISTS CO., inventory service organization, 11845 Christy Detroit, Mich. 48205, phone (313) 571-7155.

KOZAK DISTRIBUTORS, INC., beverage distributors, 3401 Griffin, Detroit, Mich. 48211; phone (313) 871-8066.

THEO. HAMM BREWING COMPANY, brewers and distributors of beer and malt beverages, 22629 Powers, Farmington, Mich. 48024; phone (313) 477-9608 or 427-8301.

GENERAL WINE & LIQUOR COMPANY, distributors of various lines of wines and liquors, 12017 Mack Ave., Detroit, Mich. 48215; phone (313) 823-1166.

LOUIS SARVER & CO. MILK-O-MAT, dairy distributors, 2934 Fenkell, Detroit, Mich. 48238; phone (313) 864-0550.

THE WAYNE SOAP COMPANY



Growing Thru Giving

Good Service

BUYERS OF BONES

FAT, TALLOW &

RESTAURANT GREASE

842-6000

DETROIT, MICH. 48217

AFD Member

DEL MONTE FOODS, food processor and distributor, 14620 W Eight Mile Rd., Oak Park, Mich. 48237; phone (313) 564-6977.

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.

EMPLOYEE TIPS

Proper Display Case Temperature Important

Temperature control in your market's display cases is critical for keeping meat and other products fresh and wholesome for the consumer.

The ideal holding temperature for display cases is between 28 degrees and 35 degrees F. As the temperature goes up, bacteria, which causes decay, doubles and re-doubles at faster and faster rates. You can slow up this "generation" time by following a few simple precautions:

1--Keep display cases at temperatures in the ideal temperature range.

2--Make sure that perishable products, especially meats and sausages, are placed under refrigeration promptly after arrival at your store.

3--Don't stock display cases above the recommended height.

Remember, correct display case temperature gives you the maximum shelf-life possible. Product rotation in the display case assures your customers of good wholesome products and creates repeat sales.

Almost all meat spoilage can be detected either visually or by smell, making meat one of the safest foods we eat today.

Clean and sanitary counters and cases not only indicate fewer potential spoilage organisms, but are more appealing to your customers who select products from them.



WHO'S YOUR CHOICE FOR SALESMEN OF THE YEAR?

You now have the opportunity to choose or nominate your 1972 candidate for representatives of the year. This is not a popularity contest. We want you to select those representatives who you think best deserve the titles Broker, Wholesaler, Manufacturers' and Driver-Salesman representatives of the year. The men chosen will be honored at the Associated Food Dealers "Annual Awards Banquet," to be held in September.

Man of the Year _____

Company _____

Broker Rep. of the Year _____

Company _____

Wholesaler Rep. of the Year _____

Company _____

Manufacturers Rep of the Year _____

Company _____

Driver-Salesman of the Year _____

Company _____

Reason for Nomination _____

Signed _____ Phone _____

Store or Firm _____ City _____

Fill in your nominations form and send to the AFD office at 434 W. Eight Mile, Detroit, Mich. 48220.

Merchandising

Faygo Beverages, Inc., an AFD member, reports it has begun shipments of its newly developed dietetic lemon-lime soft drink to food wholesaler and food chain warehouses in seven states, bringing the total to 12 different flavors of sugar-free beverages it markets.

* * *

Acme Detroit Food Brokerage, an AFD member, has announced the appointment of Sy Kaplan as sales manager of its general merchandise division. At the same time, Acme announced the opening of its new Toledo, Ohio branch, located at 518 Jefferson Ave., Toledo, 43604.

* * *

Del Monte Corporation has again launched its Garden Show Promotion. The 1972 edition will feature chipmunks, gophers, frogs, racoons, and other wild creatures in the garden. In the past the firm used butterflies, birds, kittens and puppies. For details contact the local Del Monte office, phone (313) 564-6977.

* * *

Suburbanite Mop Co., of Brookline, Mass., has announced the appointment of Food Marketers Inc. to represent the company's products in Michigan and northwestern Ohio.

* * *

Peter Eckrich and Sons, an AFD member, has announced it is marketing several new meat products in its primary distribution area of Indiana, Michigan, Ohio and Illinois. They include: chopped ham, sweet smoked ham, braunschweiger and liver sausage products, and a new line of fresh pork sausage products.

* * *

Fin Brokerage Company, an AFD member, has announced it has begun marketing a new seafood product called Rock Shrimp Tails, available through seafood suppliers.

* * *

According to a survey made by the research department of E.W.Baker, Inc., advertising agency, soft drinks have dislodged coffee during 1971 as being drank in greater quantities than any other beverage except water. The survey said pop consumption in the state is estimated to be now at a per capita rate of 36.1 gallons annually, compared with 34.6 for coffee.

* * *

TreeSweet Products Company, has launched a major advertising, merchandising and sales promotion campaign featuring oranges that "don't grow on trees." The "oranges" are actually plastic transistor radios which the firm is offering for \$4

and the pull-tabs from two cans of TreeSweet frozen orange juice.

* * *

Food Marketers, Inc., an AFD broker member, has been appointed broker for Slim Jim division of Good Mark, Inc., of Raleigh, N.C., for all of Michigan.

* * *

Peter Eckrich and Sons, Inc., an AFD member, has created a new corporate identity and program and trademark for the meat specialty company. The new Eckrich trademark is a warm green contemporary "house" design framing a large, orange script "E" above white block letters spelling "Eckrich."

* * *

P. F. Pfeister Co., an AFD member, has announced the promotion of Thomas J. Guswiler, former AFD Broker of the Year recipient, as manager of the firm's frozen foods department. At the same time, John Pridnia has been named head of Pfeister's general merchandise department.

* * *

Stroh Brewery Company, an AFD member, has announced the promotion of Stuart M. Portnoy as assistant advertising manager, a new position, according to Edward F. Rohlin, vice-president of marketing for the firm.

* * *

Acme Detroit Food Brokerage has announced the appointment of Roger J. Petty as sales manager of its food service division. Prior to joining Acme two years ago, Petty was regional sales manager for Hygrade Food Products' institutional division.

* * *

Arkin Distributing Company, an AFD member, has been appointed the new distributor for Hartz Mountain pet Products for southeastern Michigan, it has been announced by the company.

Invitation to Manufacturers, Brokers

All manufacturers and brokers are cordially invited to submit new products and merchandising ideas for publication in *The Food Dealer*. And remember, low cost, hard-hitting advertising in *The Food Dealer* reaches your important Michigan independent grocers, food chains, and beverage store operators. For advertising information and rates, phone (313) 542-9550.



"Remember Me?"

I'm the fellow who goes into a restaurant, sits down and patiently waits while the waitresses finish their visiting before taking my order.

I'm the fellow who goes into a department store and stands quietly while the clerks finish their little chit-chat.

I'm the fellow who drives into a service station and never blows his horn, but lets the attendant take his time.

You might say I'm the good guy. But do you know who else I am?

I'm the fellow who never comes back.

It amuses me to see business spending so much money every year to get me back — when I was there in the first place.

And all they needed to do was give me some service, and extend a little courtesy.

Chatham Credit Union Tops Million Dollars

The Chatham Employees Credit Union has topped the million dollar mark, it has been announced by Mary Ann Quinn, president. The Credit Union, which is affiliated with the Michigan Credit Union League, was founded in 1966. Its financial report at the end of that first year showed assets of \$4,000 and a membership of employees equaling 12% of its potential. Today, the credit union boasts of over \$1 million in assets and a membership equaling 70% of potential.

Liquor Prices Rising in 1973

The Michigan House of Representatives recently gave final approval to a bill to raise the price of liquor sold by the bottle by one percent beginning in 1973. The money raised – estimated at \$2½ million – would be earmarked for the alcoholism education and prevention fund of the State Department of Public Health. The bill would have included liquor consumption by the glass also, but an amendment by the Senate before passage limited the increase only to bottles sold for consumption off the premises.

Send in Names of Reps

The time is arriving for Michigan food distributors to send in their recommendations for Associated Food Dealers' Salesmen of the Year. (See form on Page 17.) The awards will be presented at AFD's 8th Annual Awards Banquet this September.

For the first time, the AFD will also honor the industry's Man of the Year, to go to one individual who truly has distinguished himself for service to the entire industry.

THE BELL RINGER

(Continued from Page 14)

We were looking at the masthead on the front page of this magazine. It reads: "The magazine for the Michigan food market." There is a lot of good sound truth in that masthead. When you read this journal, you read about Michigan people and not about some guy in Oshkosh, Wisconsin.

* * *

We picked this one up in our travels and thought it was worth a reprint:

"POPE JOHN told it to Red Skelton:

"Periodically, the Rabbi and the Pope met in a chamber where a scroll was encased in an exquisite container, upon which shone an ethereal light. The day finally arrived when they couldn't contain their curiosity. Because it was the Ecumenical Year, both decided they should determine the content. They carefully moistened the container with the fat of a lamb and opened it. Finding the scroll of Aramaic origin, an interpreter was summoned. When he translated it, the Pope turned to the Rabbi and sighed: "Well, we lose again. It's the tab for the Last Supper."

* * *

How do you like that one, Sol???

* * *

Famous last words: "I don't like ethnic jokes but did you hear the one about . . ."

* * *

Dear John, that's all she wrote. – ACB

Membership in AFD

Means More Action, Results!

KEY TO STORE PLANNING

(Continued from Page 10)

obtained from actual readings during trial periods and then related to comparable days in the future. As an example, a retailer will have hourly readings for a succession of Tuesday mornings. He will have figures to show how much volume was rung up each hour and how many customers went through each checkstand. Then he can figure the average order size per hour.

With this basic information in front of him, a retailer can schedule

his front-end employees for a typical Tuesday morning with some degree of accuracy. He naturally considers the weather, competition, holidays and other factors that could influence his business. But basically he is counting on historical records to forecast his manpower requirements for the future.

There are other routine considerations that a manager takes into account when he makes out his schedule. He normally wants to schedule his best and most experienced checkers when the

volume is greatest. He has to make sure he is allotting the correct number of hours for each full-time and part-time employee. And he must determine, from time to time, whether he should add a bag boy at one checkstand or open up another checkstand with a new checker to take care of any expected surge in volume.

A Scientific scheduling system should show immediate results. Its accuracy should also improve with use, since the retailer can polish and refine his technique with greater practice.

Summertime Is Picnic Time!



ORANGE JUICE

A Product of Home Juice Co.

Phone 925-9070

Stroh's
BEER

FROM ONE BEER LOVER TO ANOTHER

FOR EXTRA SALES
AND EXTRA PROFITS
DISPLAY



The
COOK-OUT FOIL

RED PELICAN MUSTARD

MADE FRESH
DAILY
IN DETROIT

SELL THIS
POPULAR
LINE



RED PELICAN FOOD PRODUCTS
WALnut 1-2500 — Detroit



PICNIC PARTNERS HAMDOWN'S

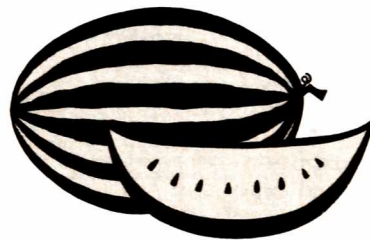
Potato Salad, Macaroni Salad



Pizza Pies
Baked Beans
Deli Dills
Cole Slaw
Jell-O

For Prompt Service Call

SPECIALTY FOODS CO. — 893-5594



TIP TOP

Enriched
HAMBURGER
& HOT DOG ROLLS



WARD FOODS, INC.
TA 5-6470

**Display These Picnic Items
For Added Sales, Profits**

TAX TOPICS

Unreasonable Earnings Accumulations Invites Penalty

By MOE R. MILLER

Accountant and Tax Attorney

The Code allows a corporation to accumulate and retain up to \$100,000 of its earnings in any form and for any reason. But when the accumulation reaches \$100,000, whether it's all earned in one year or is accumulated over several years, the corporation must be able to explain why it retains rather than distributes as dividends any earnings over \$100,000.

If it can't show a reasonable business need for retaining its earnings in excess of \$100,000, the corporation will generally be hit by a penalty tax of 27½%-38½% in addition to its regular corporate tax on that portion of its current earnings which are retained without good business reason.

Corporations actually vulnerable to penalty tax can get some current protection because of the current wage-price-dividend controls. The Treasury says that if a corporation pays out no later than 2½ months after the end of its taxable year the maximum distribution allowed by the dividend Guidelines, no penalty tax will apply. This rule covers even those corporations that are exempt from dividend controls.

Currently, the maximum dividend distribution allowed by the dividend Guideline is 25%. This temporary 25% pay-out protection from penalty tax applies only so long as the dividend Guideline restricts dividend distributions.

If corporations are part of a parent-sub or brother-sister (owned generally by the same individuals) group of corporations, the \$100,000 allowance for accumulating earnings without penalty danger is drastically reduced.

For years including Dec. 31, 1972, the exemption is for \$100,000 of accumulated earnings for one corporation and only \$50,000 for each additional one. The exemption for more than one corporation will drop each year by \$16,667 until 1975 when only one \$100,000 will be allowed for all the corporations.

The business needs of a corporation which the Treasury will generally consider to be reasonable include current operating expenses, plans for future expansion, replacement, etc., additions to fixed plant, equipment, etc. plus accumulations for certain limited stock redemptions.

Here is how the formula works in determining whether the penalty tax applies:



MILLER

1 - Determine the amount of current and accumulated earnings.

2 - Require justification of current and accumulated earnings only to the extent represented by net liquid assets.

3 - The formula. Determine the amount of net liquid assets necessary to meet ordinary operating expenses to get this figure, determine (a) the operating expenses for the full year including the cost of goods sold, but (b) excluding depreciation and federal income taxes.

4 - Check whether any corporated funds were used for non-liquid investments which have no relationship to the business. These are treated as additional working capital to be added to available funds.

5 - Compare the amount of funds required with the funds available. If the available funds don't exceed the requirements, there's no penalty tax problems.

6 - Ascertain the amount needed to meet specific and definite plans for expansion, extraordinary expenses.

If the excess funds can be justified as needed for future plans (6), there is again no penalty problem. Any remaining excess is vulnerable to penalty tax.

RETAILERS WHY FUSS?

**LET THE A.F.D. PROCESS ALL
YOUR COUPONS FOR YOU THRU
OUR COUPON REDEMPTION CENTER!**

COUPONS MEAN CASH!

WE EMPLOY THE HANDICAPPED.

DROP THEM OFF OR MAIL TO:

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

Support These AFD Supplier Members

ACCOUNTING, INSURANCE

Approved Inventory Specialists Company	571-7155
Brink, Earl B. (Insurance)	358-4000
Gohs Inventory Service	557-4130
J & S Inventory Service	924-7070
Moe R. Miller & Co.	557-5255
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	875-6145
Grennan Cook Book Cakes	825-1900
Grocers Baking Company (Oven-Fresh)	537-2747
Holiday Delight Cheese Cake	894-6011
Independent Biscuit Company	584-1110
Keebler Company	535-4660
Koeplinger's Bakery, Inc.	564-5737
Magnuson Foods (Bays Muffins)	491-8200
Oven King Cookies	775-4225
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Daystee Bread	896-3400
Tip Top Bread	825-6470
Wonder Bread	963-2330

BEVERAGES

Anheuser-Busch, Inc.	886-8709
Associated Breweries	925-0300
Canada Dry Corporation	868-5007
Carling Brewing Company	834-7170
Cask Wines	849-0220
Coca-Cola Bottling Company	898-1900
J. Lewis Cooper Company	499-8700
Faygo Beverages	925-1600
General Wine & Liquor Company	823-1166
Greater Macomb Beer & Wine Dist.	468-0950
Theo. Hamm Brewing Co.	477-9608 or 427-8301
Home Juice Company	925-9070
International Wine & Liquor Company	843-3700
Kozak Distributors, Inc.	871-8066
Leone & Son Wine Company	871-5200
I & L Wine Corporation	491-2828
Mavis Beverages	341-6500
National Brewing Company (Altes)	921-0440
O'Donnell Importing Company	386-7600
Pepsi-Cola Bottling Company	366-5040
Seven-Up Bottling Company	537-7100
Stroh Brewery Company	961-5840
Squirt-Detroit Bottling Company	566-6360
H. J. Van Hollenbeck Distributors	293-8120
Vernor's RC Cola	833-8500
Wayne Distributing Company	274-3100
Vic Wertz Distributing Company	293-8282

BROKERS, REPRESENTATIVES

Acme Detroit Food Brokerage	581-0410
Allstate Sales-Marketing, Inc.	535-2070
Apollo Brokerage Company	292-3636
R. F. Brown Sea Food Company	(517) 484-5428
Steve Conn & Associates	547-6900
Continental Food Brokerage	255-5880
Embassy Distributing	642-6912
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.	353-6800
Graubner & Associates	444-8400
John Huettelman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corporation	341-5905
Paul Kaye Associates	864-7000
George Keil Associates	273-4400
Latimer & Ziegler Associates	353-7850
Harry E. Mayers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	354-1600
Northland Food Brokers	342-4330
Peterson & Vaughan, Inc.	838-8300
P. F. Pfeister Company	491-2000
Sahakian & Salm	962-3533
Sherman & Company	557-9191
Sosin Sales Company	963-8585
Stark & Company	358-3800
Stiles Brokerage Company	965-7124
Sullivan Sales	531-4484
James K. Tamakian Company	352-3500
Ned Weitzman Associates	272-3700
United Brokerage	272-5401
Mort Weissman Associates	557-1350

DAIRY PRODUCTS

The Borden Company	583-9191
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Detroit City Dairy, Inc.	868-5511
Detroit Pure Milk (Farm Maid)	837-6000
Fairmont Foods Company	874-0300
Grocer's Dairy Company	(616) 254-2104
Gunn Dairies, Inc.	885-7500
Land O'Lakes Creameries	834-1400
McDonald Dairy Company	(313) 232-9193
Melody Dairy Company	557-3800
Najor's Dairy Company	353-8164
Risdon Bros., Inc.	825-1480
Louis Sarver & Company-Milk-O-Mat	864-0550
Sealtest Dairy	846-5700
Stroh's Ice Cream	961-5840
Trombly Sales	925-9505
Twin Pines Farm Dairy	834-1100
United Dairies, Inc.	861-2800
Vroman Foods, Inc.	(419) 479-2261
White Star Dairy	868-8655
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Son Dairy	895-6000

DELICATESSEN

Detroit City Dairy, Inc.	868-5511
Home Style Foods Company	874-3250
Leon's Home Made Foods	(517) 489-3766
Quaker Food Products, Inc.	874-0550
Specialty Foods Company	893-5594

EGGS AND POULTRY

Detroit Live Poultry Company	831-4300
Eastern Poultry Company	961-0707
Farm Pride, Inc.	272-7360
Linwood Egg Company	345-8225
McCully Egg Company	455-4480
Orleans Poultry Company	833-1847
Page & Cox Eggs	838-6664
Water Wonderland Egg Corporation	789-8700

FISH AND SEAFOOD

Hamilton Fish Company	963-7855
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FRESH PRODUCE

Andrews Bros. of Detroit	841-7400
Caramitaro Bros.	963-9064
Cusumano Bros. Produce Company	921-3430
Gelardi Produce	925-0969
North Star Produce	463-3484
Ted Spagnuolo Produce	884-0696
T-P Produce	573-6875

INSECT CONTROL

Key Exterminators	356-8823
Rose Exterminating Company	834-9300
Vogel-Ritt Pest Control	834-6900

LINEN SERVICE

Economy Linen Service	843-7300
Marathon Linen Service, Inc.	921-2727
Reliable Linen Service	366-7700

MANUFACTURERS

Aunt Jane's Foods	352-7330
Boyle Midway Company	543-3404
Del Monte Foods	564-6977
Diamond Crystal Salt Company	399-7373
Kraft Foods	946-5300
Mario's Food Products	923-3606
Morton Salt Company	843-6173
C. F. Mueller Company	543-8853
Prince Macaroni of Michigan	372-9100
Ralston Purina Company	477-5805
Red Pelican Food Products, Inc.	921-2500
Roman Cleanser Company	891-0700
Rosenthal Cleans-Quick Corp.	261-2100
Schmidt Noodle Company	921-2053
Shedd-Bartush Foods, Inc.	868-5810
Velvet Food Products	937-0600

MEAT PRODUCTS, PACKERS

Clover Meat Company	833-9050
Crown Packing Company	832-2900
Detroit Veal & Lamb, Inc.	962-8444
Bob Evans Farms, Inc.	422-8000
Feldman Brothers	963-2291
Flint Sausage Works (Salays)	(1) 239-3179
Frederick Packing Company	832-6080
Glendale Foods, Inc.	962-5973
Gordon Sausage Co.	826-6145
Guzzardo Wholesale Meats, Inc.	321-1703
Herrud & Company	962-0430
Hygrade Food Products Corp.	464-2400
Kent Packing Company	843-4900
Kirby Packing Company	831-1350
Kowalski Sausage Company, Inc.	873-8200
Mangiapanne Meats	921-8830
Oscar Mayer Company	837-5744
Oak Packing Company	961-2160
Pect Packing Co. (Ypsilanti)	274-3132

Peschke Sausage Company	368-3310
Peter Eckrich & Sons, Inc.	531-4466
Peters Sausage Company	826-5030
Pitts Packing Company	923-7355
Popp's Packing Company	365-8020
Regal Packing Company	875-6777
Ruoff, Eugene Company	963-2430
Tamaren Beef Company, Inc.	871-6210
Van Dyke Steak Company	875-0766
Weeks & Sons (Richmond)	727-2523
Wenby Meats, Inc.	832-3350
Winter Sausage Manufacturers	777-9080
Wolverine Packing Company	965-0153

MEDIA

Detroit Free Press	222-6400
The Detroit News	222-2000
The Oakland Press	332-8181
WWJ Am-Fm-Tv	222-2000

NON-FOOD DISTRIBUTORS

Arkin Distributing Company	931-0700
Camden Basket Company, Inc.	(517) 368-5211
Continental Paper & Supply Company	894-6300
Hartz Mountain Pet Products	931-0700 or 682-1400
Household Products, Inc.	682-1400
Ludington News Company	925-7600
Rust Craft Greeting Cards	534-4464
Super Toy, Inc.	923-4550
Perfect Plus Inc.	961-6381

POTATO CHIPS AND NUTS

Better Made Potato Chips	925-4774
Frito-Lay, Inc.	271-3000
Kar Nut Products Company	541-4180
Krun-Chee Potato Chips	341-1010
Rocky Peanut Company	962-5925
Superior Potato Chips	834-0800
Tom's Toasted Peanuts	271-2292
Vita-Boy Potato Chips	897-5550

PROMOTION

Action Adv. Distg. & Mailing Company	964-4600
Bowlus Display Company (signs)	278-6288
Green Advertising, Inc.	255-7170
Sperry & Hutchinson Company	474-3124
Stanley's Adv. & Distributing Company	961-7177
Louis Stephen Company (Printers)	371-5670

RENDERERS

Darling & Company	928-7400
Detroit Rendering Company	571-2500
Wayne Soap Company	842-6000

SERVICES

Atlantic Saw Service Company	965-1295
Comp-U-Check, Inc.	255-2800
Gulliver's Travel Agency	963-3261
Keene Pittsburgh-Erie Saw	835-0913

SPICES AND EXTRACTS

Frank Foods, Inc.	833-0025
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STORE SUPPLIES AND EQUIPMENT

Almor Corporation	539-0650
Bra-Con Industrial Balers	851-6265
Butcher & Packer Supply Company	961-1250
C & J Barbeque Sales (Oven King)	838-3701
Carrier Basket Service	866-1081
Central Alarm Company	838-6365
Detroit Mini-Safe Company	372-9835
Double Check Distributing Company	352-8228
Hussman Refrigeration, Inc.	398-3232
Globe Slicing Company (Biro)	545-1855
Hobart Manufacturing Company	542-5938
Lepire Paper & Twine Company	921-2834
Liberty Paper & Bag Company	921-3400
Master Butcher Supply Company	961-5656
Midwest Refrigeration Company	566-6341
National Cash Register Company	873-5500
Pappas Cutlery & Grinding	965-3872
Scan-O-Scope	823-6600
Square Deal Heating & Cooling	921-2345

WHOLESALE, FOOD DISTRIBUTORS

Central Grocery Company	(1) 235-0605
Continental Paper & Supply Company	894-6300
Detroit Warehouse Company	491-1500
Glacier Frozen Foods	864-9005
Grosse Pointe Quality Foods	871-4000
Kaplan's Wholesale Food Service	961-6561
Raskin Food Company	865-1566
The Relish Shop	925-5979
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	(517) 823-2511
Viking Food Stores	(616) 722-3151
Abner A. Wolf, Inc.	584-0600

THE FOOD DEALER
434 W. Eight Mile Rd.
Detroit, Mich. 48220

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Group Blue Cross - Blue Shield Available To All AFD Members 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 2,300 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 ☐

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