Our Woman of the Year

Anna Koepplinger, president of Koepplinger's Bakery, center, is shown accepting her “man” of the year plaque and bouquet of roses at AFD’s Annual Awards Banquet. Flanking her on the left is AFD’s Harvey Weisberg of Chatham Super Markets, and AFD’s Edward Deeb.

(See Story, Page 3)
there are over thirty good reasons to say “Cask” when you order wine.

RHINE □ SAUTERNE □ VIN ROSÉ □ BURGUNDY
□ SWEET RED □ PORT □ WHITE PORT □
MUSCATEL □ SHERRY □ PALE DRY SHERRY □
COOKING SHERRY □ KING SOLOMON KOSHER
WINE □ STRAWBERRY □ CHERRY □ BLACKBERRY
□ PLUM □ RED CURRENT □ CRANBERRY RED
□ CREAM SHERRY □ COLD TURKEY □ EXTRA
DRY WHITE CHAMPAGNE □ PINK CHAMPAGNE
□ SPARKLING BURGUNDY □ COLD DUCK □
CHABLIS □ PINK CHABLIS □ MOUNTAIN WHITE,
RED AND ROSÉ. AND MANY, MANY OTHERS.

They'll wear this label.
**AWARD WINNERS** — The recipients of the 1973 Distinguished Service Awards presented by the Associated Food Dealers are pictured above. From left, Frank Endres, McMahon & McDonald; Rudy Fazio, The Daily Tribune; Richard King, Hiram Walker, Inc.; Commissioner Thomas Van Tiem; Eugene Czajka, Kowalski Sausage Co.; AFD’s Harvey Weisberg, Chatham Super Markets; Mrs. Anna Koepplinger, Koepplinger Bakery; Ray Martyniak, AFD president; Edward Deeb, AFD executive director; Benjamin Bagdade, Grosse Pointe Foods; and Ben Shwedel, United-Twin Pines Dairies.

**8 Receive AFD Distinguished Service Awards**

Anna Koepplinger, co-founder and president of Koepplinger’s Bakery, Inc., was the recipient of Michigan’s food industry 1973 Man of the Year Award by the Associated Food Dealers during the association’s recent 9th Annual Awards Banquet. It is the state food industry’s highest honor.

Thomas Van Tiem, a State Liquor Control Commissioner, received a special citation for “distinguished and extraordinary service.”

In addition, the AFD presented a Distinguished Service Citation to The Daily Tribune, a daily newspaper in Royal Oak, "for providing fair and accurate news and editorial coverage to the food field specifically, and business generally."

Five food and beverage firm representatives were honored by the AFD and named Salesmen of the Year in their respective categories.

They are:

Ben Shwedel, United-Twin Pines Dairies; Benjamin Bagdade, Grosse Pointe Quality Foods; Frank Endres, McMahon & McDonald, Inc.; Richard L. King, Hiram Walker, Inc.; and Eugene Czajka, Kowalski Sausage Company.

Michigan Court of Appeals Judge George Bashara, Jr., addressed the AFD audience, numbering about 700 persons, John Kimball, president of the Detroit Food Brokers Association, also addressed the group, saying that the AFD awards program served to unite the industry, while providing incentives to broker and manufacturer representatives.

Presenting the 1973 awards were association officials Raymond Martyniak, Harvey Weisberg and Edward Deeb.

The AFD wishes to acknowledge and thank the following companies for assisting in making the banquet the big success it was.

The Sounding Board

To the AFD:

I wish to thank all of you from the bottom of my heart for selecting me for your Member of the Year Award. My only regret is that my late husband, Karl, was not able to share this honor with me. He would have been as proud and pleased with this coveted award as I.

The Assistance and cooperation of your members when we were in our infancy, contributed greatly to the success of Koepplinger’s Bakery.

Anna Koepplinger
President
Koepplinger’s Bakery, Inc.

I would like to thank all of the AFD members for naming me Salesman of the Year at your Awards Banquet. The food industry has been in such a state of rapid change for the past few years that we all tend to become rather cynical in our everyday jobs wrapped up trying to make a profit in our highly competitive industry.

The annual awards of the AFD serve as a reminder that we do not operate in a vacuum, that our colleagues, customers, competitors and associates recognize our efforts, and we still take time to value the worth of an individual and his achievements. I accepted the award with pride knowing full well that I was representing some of the finest salesmen in the food industry.

Ben Shwedel
United-Twin Pine Dairies

I was very surprised and thrilled to receive the Salesman of the Year award at your recent Awards Banquet. After working in the food business for more than 40 years, I have developed great respect and admiration for the hard working grocers of the Detroit area. Thus, I was particularly honored that you would choose to confer upon me an award for distinguished service. Thanks. I shall cherish and remember this honor for years to come.

Benjamin Bagdade
Grosse Pointe Quality Foods

I would like to express my sincere appreciation to all of the members of the Associated Food Dealers for honoring me with the Driver—Salesman of the Year award. This will be cherished dearly in the succeeding years, and I will always endeavor to exemplify only the highest standards it represents.

Eugene S. Czajka
Kowalski Sausage Co., Inc.
The Daily Tribune is gratified to be recognized for completeness and accuracy in our reporting on the problems of the food industry Those are not abstract goals for us; we view such qualities as an essential part of our day-to-day obligation as a newspaper.

Such recognition, especially from a group which has experienced such difficulty as yours has, reinforces our belief that our citizens want the truth, and can be trusted to act accordingly. We are honored by your award, and you can be sure we’re just a little bit reinvigorated as we seek to publish the news.

Richard P. Miller
Publisher
The Daily Tribune

It is with great humility that I wish to thank you and the Awards Committee for honoring me at your recent banquet. It was indeed a pleasure and an event I shall always remember.

I can truly say that was my shining night and it shall forever remain in my memory. Please extend my thanks to all of the AFD members.

Richard L. King
Hiram Walker, Inc.

Three New Supplier Members Join AFD

The Associated Food Dealers, Michigan’s largest food association and service organization, representing over 2,500 members, wishes to welcome aboard three new supplier members to the Association. Their names, addresses and phone numbers are as follows:

JARSON & RAMBOFF, INC., produce distributor, 7201 W. Fort St., Detroit, Mich. 48209; phone (313) 841-1535.

MERIT SALES CORPORATION, a direct manufacturer’s representative, specializing in supplies and equipment, 15871 Sheaffer Rd., Detroit, Mich. 48227; phone: (313) 835-5970.


These new members, and all AFD supplier and service members, and advertisers, 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.

Memo from Faygo

by MORTON FEIGENSON
President

“Why Faygo moves for us in such big volumes is no mystery to me,” said Ed Hulscher, general manager of Abner A. Wolf Co.’s Cash & Carry Division.

“What it boils down to,” said Hulscher, “is that if our 5,000 retailer customers had to depend solely on store-door lines, many of them might be starving for lack of soft drink profits.”

He added:

“Since early 1969, however, they’ve been coming to us and buying Faygo for much lower wholesale prices than they have to pay for store-door lines, and their margins with Faygo are nearly twice as great.

“I’d say our cash & carry customers are very much aware that by substituting their labor for that of the route salesman they improve their profit margins. A small retailer can make as much as 44 percent on Faygo, The major store-door lines limit him to a 13 to 27 percent range.”

EDWARD HULSCHER, GENERAL MANAGER, CASH & CARRY DIVISION, ABNER A. WOLF CO., DETROIT

Born and educated in Europe, Hulscher came to the U.S. in 1957 at the age of 26. He found his first food industry job with Spartan Stores Inc. in Grand Rapids.

He was supervisor of four Spartan cash & carry outlets when he was offered his present Abner Wolf assignment. That was in 1969.

Abner Wolf, optimistic about the cash & carry field, opened its first branch in 1963 to serve retailers who could not meet the $500 minimum order requirement then being posted by large wholesalers.

The minimum has since climbed to $2,000 and there are now eight Abner Wolf cash & carries—three in Metropolitan Detroit and one each in Pontiac, Flint, Saginaw and Jackson, Mich., and Toledo, O. Their annual volume is estimated at better than $14 million.

“Our purpose,” Hulscher said, “is to provide the strongest possible ‘distribution lifeline’ to smaller retailers. When you realize that store-door pop deals are tailored for large supermarkets, Faygo becomes even more important to our customers. Every retailer needs promo allowances to survive these days.”

He continued:

“Minimum requirements for store-door pop deals are 25, 50 or 100 cases. Those minimums shut out small retailers, due to their lack of cash on hand at any given time.

“By contrast, Abner Wolf passes along every Faygo deal, without any minimum order requirement. From us, a retailer can buy as few as 44 or as many cases of Faygo as he may choose and his price will be the car-load price.

“Also, that same retailer can buy Faygo from us anytime he may need to—six days a week. Our cash & carry customers like this. Over the years they’ve become more loyal to Faygo than any other soft drink brand.”
Success: A Journey

Success means different things to different people. But no matter how you cut it, Success is a journey, not a destination. The key ingredient for success however is a burning desire to put together something better than your competitor, coupled with the ability to properly motivate, communicate and top notch management.

Establishing high goals and priorities is one thing. Successfully accomplishing these goals is quite another. The goals must be tied in with enthusiasm and verve—a strong positive feeling that the goals will indeed be accomplished. The successful journey is no place for the wishful thinkers.

MOTIVATION is the initial stage, getting together those team members who can help you accomplish your goals. Probably the key to motivation is setting high, but realistic goals, permitting your team to set its sights on later stages of the successful journey.

COMMUNICATIONS is essential in order to assure that the team is correctly tuned in to its various duties, responsibilities, procedures and functions. Too often, even successful men fail to successfully communicate the goals of the team or corporation to all of the people involved.

MANAGEMENT is the element which supervises the game plan, assuring that the blueprint of the successful journey is precisely executed at the right time. You can have the team, and the game plan, but without the proper management, one may only realize partial or half-success.

No matter what your goals, and no matter whether you represent a small or large organization, it’s putting together the ingredients of motivation, communications and management which can realize that “extra effort,” or “second wind” which results in a successful, continuous journey.

The successful journey, in conclusion, also means that limits should not be placed on your goals. By setting limits, you are, automatically, limited. Chances are if you think big, you’ll be big.

It’s that positive, optimistic framework, coupled with the perfect execution, of the above ingredients which will launch you off into that successful journey.
Twelve Pack Cold Packs

- Easy-to-carry
- Easy-to-open
- Keeps cooler, longer
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Malt Liquor
...if unique is what you seek.

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SQUIRT — the premium quality soft drink that moonlights as a mixer. Made with real grapefruit fresh off the tree.

HIRES — the honest root beer, famous since 1876.

NESBITT’S — made from the juice of real oranges.

UPTOWN — lemon lime at its best.

SCHWEPPES — the quality mixer line.

Your customers think they're all great with their favorite nuts (opposite page).

SQUIRT-DETROIT
BOTTLING COMPANY
PHONE: JO. 6-6360

Around the Town

Congratulations to John Warchock of Peterson & Vaughan, Inc., an AFD member, on his recent promotion to vice-president of retail operations. John is a past recipient of AFD’s salesmen of the year honors.

* * *

I. E. (Izzy) Malin has joined Identiseal of Detroit, an AFD member, as sales manager for the firm. Izzy is no stranger to the field, having been with Abner A. Wolf, Grosse Pointe Foods and General Tobacco.

* * *

Chatham Super Markets recently opened a new store on Opdyke Rd., Bloomfield Twp. It is said to be one of the largest and most complete units in the Chatham chain.

* * *

Robert Beavis, formerly with The Kroger Company, Detroit, has joined Hamady Bros. Super Markets, Flint.

* * *

Larry Kozel, formerly with Beech-Nut, and later United Brokerage, has joined Allstate Sales-Marketing food brokerage, according to an announcement by Don Winston, President.

* * *

The Detroit Free Press recently introduced to its readers Captain Market, a take-off on the famed comic book hero, Captain Marvel. Objective of Captain Market, who appears in the food section of the paper, is to combat rising prices, while offering readers tips for economizing when buying or preparing foods.

* * *

Gabriel Dalloo is the new owner of Birmingham Community Market. He takes over from the Caputo family who had been in it for 44 years. Arthur Caputo has been running the store, since his father's retirement.

* * *

The Kellogg Company recently announced several top-level management changes, which include: Joe E. Loning to chairman of the board, succeeding Lyle C. Roll, who stepped down to vice-chairman. Appointed president and chief operating officer was William E. Mothe, who succeeds Loning.

* * *

Bob Reeves Association has announced the relocation of its offices to 1035 Oakwood Blvd., Dearborn, Mich. 48124. The new phone is 563-1200.

* * *

The AFD extends our congratulations to Peter A. Kizer of WWJ AM-FM-TV, an AFD member, who was elected president of the Michigan Association of Broadcasters during the group's recent convention.
Vescio Super Markets, has acquired the former Kroger store at 290 W Genesee, Saginaw in the Pere Marquette Shopping Center, according to an announcement by Nicholas Vescio, president. The store brings to 44 the number of markets operated by Vescio’s in Michigan.

The announcement of the election of three new officers for Great Lakes Packing Company, an AFD member, has been announced by president Henry Ross. New vice-presidents are James L. Richardson and Alexander G. Miro. Donald J. Vlcek was elected vice-president and secretary.

Allied Supermarkets, Inc. has announced the promotion of Charles Brazik to corporate training administration manager, and Roger Biernat to director of corporate accounting.

AFD Scholarship Dinner, Raffle Re-Set For Jan. 15

Thomas Violante, chairman of the Associated Food Dealers Scholarship Committee, has announced that the fund-raising dinner raffle of the Mark IV auto has been postponed to Jan. 15, 1974. Reason for the move, according to Violante, was to avoid the holiday rush period and “give us something to look forward to after the holidays.”

He said there are still some tickets available. Cost for each ticket is $100, and entitles the holder to two dinners Jan. 15 at Club Venetian in Madison Heights, each ticket holder is also guaranteed a minimum prize of $5. In addition to the Mark IV, one $100 prize, eight $50 prizes, twenty-five $25 prizes, and 165-$5 prizes will be given away. Contact the AFD office (313) 542-9550 by phone, or write 434 W. Eight Mile, Detroit, Mich. 48220 for your ticket.

Ilona Jackson New State Soft Drink Assn. Head

Mrs. Ilona Jackson of Great Lakes Coca-Cola Company, St. Joseph, is the new president of the Michigan Soft Drink Association.

Others elected to office are Jack Shanker, Canada Dry Corp. of Lansing, vice-president; Robert B. Healy of Detroit Coca-Cola Co., vice-president; Heimo A. Mattson of Hancock Coca-Cola Co., vice-president and Clare Cralle of Squirt-Detroit Bottling Co., secretary-treasurer.

Those elected directors of the MSDA were Dale Alexander of Coca-Cola Bottlers of Michigan, Grand Rapids; Thomas Bogan of Vernor’s Inc., Detroit; Joseph Brophy of Canada Dry, Detroit; Wilfred Carroll of Seven-Up, Flint; Albert Coughlin, Seven-Up, Detroit; Donald Dossin, Mavis Beverages, Detroit; James Hallan of Brooks Products, Holland; James Kreger of Wyandotte Coca-Cola; Harlan Marshall of Nehi Beverage Co., Lansing; and John Workman of Pepsi-Cola Co.-Grand Rapids.
How to Prevent Costly Store Fires

The Associated Food Dealers encourages each retailer and supplier company to make a genuine effort to eliminate fire hazards on your premises. We suggest also that you get your various department heads into the act, too. Ask each one to assist you with the inspection in his or her respective department.

You may even want to ask your local fire department to visit your store to make an inspection and become familiar with the layout of it. During these surveys, firemen take note of stairways, basements, mezzanines, sprinkler risers and other factors important to their fire fighting plans.

The following is a list of practices you should consider implementing to prevent fires in your business establishments:

1. Policy and Procedures — Establish policy, rules and procedures, and then assure that every employee follows them. An important policy would be to limit smoking by employees and vendors to a specific place in the store.

2. Assign Responsibility — Let every employee know he is responsible for keeping his work area free of trash and for following the smoking policy and other fire prevention rules.

3. Inspections — Conduct fire prevention inspections in your store every week and then act quickly to eliminate hazardous conditions.

4. Training — Make sure every employee knows the locations of your fire extinguishers. Make certain every employee has at least the basic knowledge needed to operate a fire extinguisher. Be sure to alert them to the hazard involved in discharging water and soda-acid extinguishers on electrical equipment.

5. Housekeeping — Keep a clean store. Don’t let trash accumulate near electrical panels or near heat sealing equipment.

6. Maintenance — Make certain your electrical system isn’t overloaded. If electrical panels feel hot to your touch, or if your circuit breakers switch off frequently, your system may be overloaded. Have your heating system checked during the first week of operation in the fall months. Check the belts on pulley-driven equipment to assure the belts aren’t slipping.

7. Fire Plan — Post the telephone numbers of your fire and police departments at every out-dialing telephone. Give your employees the authority to call the fire department in your absence.

Discuss with your department heads the importance of getting all customers and employees out of the store and the methods for doing so before you experience a fast-spreading fire.

Is a fire prevention plan worth all the time and effort it takes to initiate and maintain it? That’s a question only you can answer.

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- CHEESE SPECIALTIES
- PILLSBURY BISCUITS
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HERE ARE A FEW OF OUR SERVICES AVAILABLE:

- Meats Produced by our own fabricating facility.
- Complete Produce Programs.
- Complete Non-Food Programs.
- Complete Frozen and Dairy Programs from our Own Plants.
- Ice Cream, Milk and Bread.
- Advertising And Promotion Plans.
- Pre-Planned Merchandising Packages.
- Retail Store Supervision Provided.
- Retail Pricing and Electronic Ordering.
- Case Labeling.
- Unit Pricing.
- New Store Development.
- Remodeling Assistance.
- Equipment Purchasing.
- Modern Delivery Fleet.

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UNITED BROKERAGE COMPANY, an AFD member, recently held an open house party for members of the food trade, taking time out to chat at the party, pictured above from left, AFD's Harvey Weisberg of Chatham Super Markets, and United's Al Tivy and Lou Piscopo.

NEW RETAIL SHOP—Al Cyback, right, and Bruno Moser, vice-presidents of EverFresh Juice Co., an AFD member, inspect the new retail shop adjacent to the company's plant in Detroit. The shop carries a full line of the 15 varieties of the company's fruit and drink products.

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AN IMPORTANT NOTICE FROM PEPSI-COLA METROPOLITAN BOTTLING CO., INC.

Pepsi-Cola Metropolitan Bottling Company, Inc. periodically offers advertising, merchandising and display programs, within its franchise areas, to all retailers regardless of size, on proportionately equal terms. For complete details, contact or write to the following franchise area office:

EASTERN MICHIGAN
20021 Exeter
Detroit, Mich. 48203
Phone (313) 366-5040
THE PRESIDENT'S CORNER

We Congratulate the AFD Award Winners

By RAY MARTYNIAK

In behalf of the members of the Associated Food Dealers, at this time I wish to thank all those who attended our recent 9th Annual Awards Banquet at Imperial House in Fraser, which was some 700 persons.

As most of you know, the purpose of our awards is to give proper recognition to those individuals who have excelled in service to their employers, food retailers, and the total food and beverage distribution industries in the spirit of progress and inter-industry cooperation.

It is our way of paying tribute to those individuals, companies or the news media for doing an outstanding job. It is also our way of saying "thank you" because too often we tend to take some things for granted, without taking time out to express our appreciation to them.

It is also our way of keeping the industry together, since after all, we are all part of the total distribution channel, and must work together in getting food products to the consumer in the fastest, most efficient method possible.

Since retailers are only one segment of the system, the awards gives us a chance to express our appreciation and importance to the manufacturers, brokers and wholesalers.

Our awards program hopefully promotes greater effectiveness among each of us, so we may cooperate to the fullest. It is one way of helping to keep the general public better informed of our industry's contributions to society and to place our best foot forward to help prevent various groups and government officials from making us a scapegoat when the going gets rough.

This year some 135 nominations were received by our AFD Awards Committee. As always, although, only a few are honored, we are most appreciative of the work being done by ALL individuals and companies in the field.

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involved in the issues confronting our industry. We sit right on the firing line. We will not permit anyone or any group to make unfair and unjustified attacks on our industry. Although space does not permit me at this time to spell out our involvement, we are confident you are aware of what we are doing.

In conclusion, I would like to extend our congratulation to Ben Shwedel, Ben Bagdade, Frank Endres, Richard King and Eugene Czajka, for a job well done, in addition to Anna Koepplinger, and Tom Van Tiem.
'Been Long Time Since I Went to Sunday School'

By ALEX BELL

With all of the monkey business going on in Washington, whoinell is running the country?

With all of the credibility gaps in Washington, how about a new national anthem like: "It Ain't Necessarily So."

So Mr. GOP, President Nixon, fired Archibald Cox, but I do believe old Harry Truman fired Gen. Mac-Arthur. So the furor will die down.

Maybe if all of the politicians in Washington would remember the biblical quotation: "Let he who is without sin cast the first stone." Man, everyone down there would be tossing rocks at one another. So maybe I screwed up the quote, but it has been a long time since I went to Sunday School.

Well, that is enough on politics for this time.

Recession Note: A seat on the New York Stock Exchange recently sold for $120,000. That was down $20,000. Just thought I would throw that in to fill up white space.

Columns I wish I had written: Pete Waldmeir's on what to do with the hour that we gained when we got back onto E. S. T. One thing about Pete, he tells it like it is. You may not agree with him, but he dues have guts, oops. I mean intestinal fortitude.

Don't worry Charley, I still read your column too!

Spiro Who?

What well-known football fan buys his tickets in June and his wife's Christmas present on Dec. 24?

Dean Duerst tells us that the reason it is called take-home pay is because there is no other place you can afford to go with it.

Phil Saverino says one way to prevent fires is to take the chip off your shoulder.

Wonder what ever happened to Hacksaw Harriet and Wagon Train Tillie? How about Rocking Chair Helen?

In my opinion, trying to take the sales tax off is a real bummer, as far as the retailer is concerned. I believe this opinion is shared by several other retailers too.

Sen. Sam Ervin is getting more laughs than a top night club comic. Wonder how he would go in Las Vegas? In my opinion, he would be a real bomb.

Mike Giancotti gives us the definition of a born loser: It is a broad that puts her bra on backwards and it fits. Built like a brick pagoda, no doubt Mike.

Heard about a new drink they serve in all the high bistros. It is vodka and prune juice. Just ask for a "Hurry Mary."

The in-crowd in Washington now refers to Mr. Nixon as "an impeachable source in the White House."

As you reach for the candy, remember the immortal words of Josephine Shieb: "Pimples mean youth."

Dear John, that's all she wrote. —ACB
 Merchandising

Jack Hurt, former district sales manager for Canada Dry Corporation, Detroit, has joined Beverage Management in Cleveland. His new company is the parent firm for Seven-Up.

Detroit Coca-Cola Bottling Company has announced the appointment of Chester F. Gerbensky as vice-president of operations, a new position, according to Wilfred C. Hugli, Jr., president of the firm. Gerbensky was formerly with Miller Brewing of Milwaukee. The firm also announced that G. Alan Van Why has been appointed director of sales.

The merger of Apollo Brokerage Company into Acme Food Brokerage has been announced. The Apollo sales staff will join the Acme firm in management capacities, and represent the Staley product line and Wagner drinks.

Hamtown Foods Company has announced the appointment of Murray-Bernardi Associates to handle the firm’s advertising and public relations programs for Hamtown and its subsidiaries, Specialty Foods Company, and Hamtown Home Products Co., according to Chester W. Kowalski, chairman of the board.

Stroh Brewery Company has announced the promotion of Glenn G. Grady to director of distributor services, according to an announcement by John P. Leahan, vice-president of administration.

Sunny Time Foods, Inc. of Iowa has announced the appointment of The Bank Company, Detroit, as its sales representative for Michigan and northern Ohio. The firm produces table-ready egg products for both retail and foodservice accounts.

Faygo Beverages, Inc., an AFD member, has named John F. Blazin its first national sales manager. Blazin was formerly national sales manager for the A. E. Staley Corp. The firm also announced the appointment of Charles J. Frame as general manager for U. S. manufacturing and distribution operations, and the appointment of Ronald S. Roman as director of transportation for Faygo.

Harold M. Lincoln Companies, an AFD member, has announced the appointment of James R. Scoggin as vice-president of administration, according to Harold M. Lincoln, president. Scoggin will relocate (Continued on Page 20)
In 55 years we’ve never performed a miracle!

We’ve been given a lot of credit for getting things done, however, and we’re proud of our record. Particularly the fact that we get the products properly placed and priced on your shelves.

In any store, there’s a great deal of work that has to be done and we’ve concentrated our efforts on helping — being of service in the stores — with such assistance as product maintenance, rotating stock, giving a hand with shelf resets, out-of-stock reporting, product information, new item distribution, and a great deal more.

We do these things with our experienced, dedicated staff of more than 60 professionals and our philosophy of “overservice” that’s aimed at performance sales.

Who knows? Some day we may perform a miracle — but in the meantime we believe in working to make things happen.

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BRANCH OFFICES: Saginaw, Grand Rapids and Toledo.

Energy Crisis May Create Food Shortages, Delay Shipments

The energy crisis as it affects the food industry may create shortages of some food products, delay food stocks to stores, and create some inconveniences for homemakers, according to the Associated Food Dealers (AFD) in a special statement issued on the energy crisis and how it relates to the food distribution industry.

Edward Deeb, executive director of the food organization, said as a result of the fuel shortage and slower speed limits, fruits and vegetables being shipped to Michigan and other parts of the Midwest from the West Coast are taking one extra day on the average for delivery, and two extra days to reach the East Coast.

“When dealing with perishable products as meats and produce, time delays do not improve the quality of the product,” Deeb said. “Also higher freight costs loom on the horizon, and shorter shelf-life of products may add costs to food dealers and consumers as well.”

The food association added that shortage of crude oils will create shortages of products utilizing petrochemicals as plastics, film wrapping for meat and various other packaging materials.

The AFD said the food industry expected shortages of meat wraps and trays, anything involving styrofoam, trash bags, anything made from plastics not only for packaging but for shipping containers as well, and paper products, for which there is already a shortage.

“Don’t be too surprised if many of the food products which presently are sold in convenient packages, come in new forms things as cottage cheese, gallon containers of milk, delicatessen products and so on.” Deeb added.

“This may cause us and our customers some inconveniences, since it may mean scarcity of some items, and possible product shortages, pointing to the need to develop new types of packaging. And we all must accept the new innovations which are developed.”

With fuel allocation and possible rationing, the AFD insisted that the food industry be given a top priority rating, “since people must eat before they can do anything else.”

What is the food industry doing about the energy crisis?

The AFD has already recommended that all food stores reduce store opening hours, and even consider closing one day per week. Several supermarkets have already begun closing earlier on weekdays.

Many stores have already begun curtailing advertising signs to conserve electrical energy, as well as parking lot lights. (The food dealers did not recommend curtailing parking lot lights in high crime areas)

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BONNIE MAID SIZZLES — Dan Poulis of Wolverine-Bonnie Maid, right, presents the Highest Merit Award to Kroger officials Joe Winkler, left, and Warren Figulski, both of the Pittsburgh division, in recognition of unprecedented sales achievement of one item in one store for a special three-day demonstration. Over 1,800 packages of the firm's new Beef Sizzlers were sold in the test.

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PLEASE NOTIFY US
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To Change or correct your address, send this form to:
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Detroit, Michigan 48220

Birth Defects are forever ...unless you help
Give to the March of Dimes
THIS SPACE CONTRIBUTED BY THE PUBLISHER
Energy Crisis Will Create Industry Problems

(Continued from Page 18)

in deference to customer safety.)

Stores have already begun turning down thermostats to 65 degrees during shopping hours, and lower when stores are closed.

Food store operators and wholesale distributors are beginning to carry full instead of partial truck-loads of merchandise to save fuel.

Many firms are also attempting to increase their storage facilities, to combat potential product shortages.

At the same time the AFD strongly recommended that a central clearing house on energy conservation and any potential crisis be established to provide specific guidelines, coordinate efforts or propose legislation.

"Presently, despite attempts by Federal and State governments to deal with the problem there is no clear-cut system devised to which suggestions, guidelines or laws can be funneled," Deeb said. "The effort in this direction should be uniform for maximum efficiency, which would also save taxpayer dollars in managing such a massive program over the years."

Despite the problems of the energy crisis, the AFD said the food industry is prepared to deal with it in any possible manner to continue to provide our state's consumers with the finest food distribution system of any in the world.
Basically, profits are in it for you.

First, because Michelob moves. In fact, Michelob is America's fastest-growing beer. Which is to say people know a good thing when they drink it.

Second, because Michelob offers the opportunity for one of the highest margins in the beer business. If not the highest.

Third, because Michelob's momentum. Michelob has been earning its reputation since 1896; first as a draught beer, then in bottles, then in cans.

Fourth, because Michelob is the most carefully made beer in America, it has a great taste. One which people come back to again and again and ...

Fifth, because of Michelob's standing among the other "super premium-priced beers." Michelob now outsells all imported beers combined.

Sixth, because Michelob is brewed by Anheuser-Busch. And when America's best brewery commits itself to brewing the best beer possible, you know it must be a consistently great beer. They have. It is.

And there is something else Michelob offers you ...

It's when you go home after a busy day and your wife surprises you with a cold Michelob.

We don't have to talk about that, do we?

Surprise people / Stock more MICHELOB.
TAX TOPICS

What to Do About Your Stocks Before Dec. 31

By MOE R. MILLER
Accountant and Tax Attorney

Taxwise and apart from any other consideration the taxpayer's main objective in selling his securities are two fold:

1. To pay the lowest possible tax on any profits.
2. To receive the maximum tax reductions from any losses.

The first $50,000 of net long-term capital gain is taxed at no more than 25%, but the amount of capital gain in excess of $50,000 is taxed at 35%.

The 50% untaxed portion of an individual's long-term capital constitutes a tax preference which can be taxed by the 10% minimum tax on preferences if they exceed $30,000.

The capital gains and losses for the year 1973 is fixed, but for the year 1974, the tax consequences remain uncertain. Let us assume the following examples:

Short Term Gains Only

You have sold securities held for six months or less, you are taxed in full on any profit realized.

In this area, it is to your tax advantage to realize any losses you are carrying on paper, the loss will offset the gain saving you taxes at the rate which applies to ordinary income.

Long-Term Gains Only

Since short-term capital losses can be deducted on a $1 for $1 basis, and is more profitable than long-term capital losses, which are deducted on a $2 for $1 basis, it is advisable if you have a long-term capital gain to take any available long-term capital losses in 1973, and defer any available short-term capital losses until 1974.

If both short-term and long-term capital gains are realized in 1973, then taking long-term paper losses in 1973 will reduce short-term capital gain which is taxed as ordinary income.

The formula is as follows: The long-term capital losses are first offset against long-term capital gains, if there is an excess capital loss over a long-term capital gain, this excess long-term loss is then applied to the short-term capital gains.

Short-Term Losses Only

The amount of your loss, up to $1000 can be used to reduce your ordinary income this year and any excess may be carried forward as a short loss deductible in 1974 and future years.

Long-Term Capital Loss Only

Since long-term capital losses can only be used against ordinary income on a $2 for $1 basis, it may pay to realize short-term capital gains. In effect this will be using up the long-term capital losses on an $1 for $1 basis against short-term gains which would otherwise be taxable in full.

Conclusion

Individuals in rate brackets over 50% should consider spreading the realization of long-term gains, where possible between 1973 and 1974 to take maximum advantage of the annual 25% effective rate on the first $50,000, since the excess over $50,000 long-term capital gain is taxed at 35%. Somewhat similar benefits from spreading capital gains are available to lower bracket individuals.
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<tr>
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<td>Brey, Inc.</td>
<td>518-4000</td>
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<td>George, Charles E.</td>
<td>Brown &amp; Brown Co.</td>
<td>924-7070</td>
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<td>J &amp; S Inventory Service</td>
<td>Cck, Inc.</td>
<td>353-7777</td>
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<td>Better Food, Inc.</td>
<td>Mid-America Associates</td>
<td>557-8410</td>
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<td>Mid-America Associates</td>
<td>National Account Consultants</td>
<td>566-7044</td>
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<td>Reed, Roberts Associates</td>
<td>Retail Grocery Inventory Service</td>
<td>599-0842</td>
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<tr>
<td>Wilco Sales</td>
<td>Whistle-Stop, Inc.</td>
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**BAKERS**

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<tr>
<td>Acme Detroit Food Brokerage</td>
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**BEVERAGES**

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<th>Anchor-Bow-Bocard, Inc.</th>
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**BROKERS, REPRESENTATIVES**

| Atlantic Food Brokerage | 592-4436 |

**DAIRY PRODUCTS**

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<th>The Borden Company</th>
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<td>Detroit City Dairy</td>
<td>868-5511</td>
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<tr>
<td>Detroit Whole Milk (Feed Milk)</td>
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<tr>
<td>Fairmont Foods Company</td>
<td>874-0100</td>
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<tr>
<td>Solis Dairy</td>
<td>866-5245</td>
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<td>Gunn Dairy</td>
<td>885-7100</td>
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<td>Land O’ Lakes Creameries</td>
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**DELICATESSEN**

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<th>Detroit City Dairy, Inc.</th>
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**EGGS AND POULTRY**

| Eastern Poultry Company | 591-1070 |

**FRESH PRODUCE**

| Andrews Bros. of Detroit | 841-7400 |

**FISH AND SEAFOOD**

| Hamlin Fish Company | 591-8355 |

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| Niagro Exterminating Company | 591-6617 |

**INSECT CONTROL**

| Pest Exterminating Company | 591-6617 |

**LINE SERVICE**

| Economy Linen Service | 843-7100 |

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<td>Del Monte Foods</td>
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<td>Diamond Crystal Salt Company</td>
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<td>Kraft Foods</td>
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<td>Marie’s Foods</td>
<td>549-4031</td>
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<td>Morton Salt Company</td>
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<td>Shrewsbury Foods</td>
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**MEAT PRODUCTS, PACKERS**

| Ed Banes Packing | 543-0100 |

**NON-FOOD DISTRIBUTORS**

| Arkin Distributing Company | 931-0700 |

**POTATO CHIPS AND NUTS**

| Belk’s Potato Chips | 926-4784 |

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**REAL ESTATE**

| Ciro’s Associates | 357-3210 |

**SPICES AND EXTRACTS**

| 833-0025 |

**STORE EQUIPMENT AND SUPPLIES**

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<td>Amero Corporation</td>
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<tr>
<td>Butler &amp; Packer Supply Company</td>
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**WHOLESALE, FOOD DISTRIBUTORS**

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**WALTZ & MILLER, INC.**

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| Woodson & Co., Inc. | 833-0025 |
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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.

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Check One: Retailer □  Supplier □
Do you wish Blue Cross Coverage?
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Through membership in the Associated Food Dealers, you can enjoy wide benefits designed to represent 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 you about them. Or, clip out the application and mail to:

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