



# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

MAY, 1971

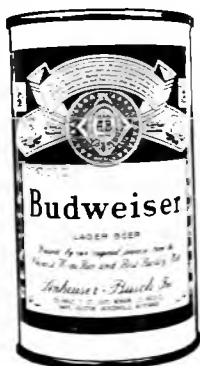


## Food Brokers Sports Night

The Detroit Food Brokers Association held its Annual Sports Night recently at the Raleigh House. Pictured above, from left, are DFBA secretary John Kimball; Detroit Lions quarterback Greg Landry, the featured speaker; president Robert Reeves; and James Hutton, secretary-treasurer.

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## Food, Beverage Industries Blast Bottle Ban

The State of Michigan and the City of Detroit both heard the wrath and swelling voices of unified business, industry and labor against any law banning one-way containers, or imposing a strict bottle deposit, in two recent separate hearings.

The hearings were jammed with people vehemently opposed to any bans against cans or bottles, and who applauded enthusiastically when anyone testified against the ban. Among the reasons cited for the opposition were: discrimination, loss of jobs, loss of industry from Michigan, and that litter is a people problem. The basic answer or solution to the problem, most agreed, is reuse and recycling of solid waste and development of solid waste disposal systems.

Cost was listed as a major reason also for not banning one-way containers. (An Associated Food Dealers position paper recently cited its own survey which stated it would cost Michigan food and beverage retailers an average of \$25 million annually to handle solely returnable bottles if a ban were imposed on one-ways.)

Heads of many beer and soft drink companies, and spokesmen for several food and beverage trade associations were on hand to express their views against any ban or mandatory deposit. Among the beverage companies included representation from Stroh Brewery Co., National Brewing Co., Association Brewing Co., Carling, Anheuser-Busch, and a host of beer distributors

representing the other firms, as Blatz, Pabst, Miller, Schlitz, etc.

Soft drink companies represented included Pepsi-Cola, Vernor's, Faygo, Coca-Cola, Squirt-Detroit, Seven-Up, Mavis, Canada Dry, and others.

Among the unions represented included the International Brewery Workers, AFL-CIO, United Steel Workers, Glass Workers, etc. The United Automobile Workers however, had a spokesman representing its consumer division testify in favor of a ban.

Various trade associations on hand, in addition to AFD, included the Michigan Chamber of Commerce, Greater Detroit Chamber of Commerce, Michigan Brewers Association, Michigan Beer and Wine Wholesalers Assn., U.S. Brewers Association, Glass Container Manufacturers Institute, and many others.

In a recent talk before the Detroit Association of Grocery Manufacturers Representatives (DAGMR) recently, AFD executive director Ed Deeb urged all food groups to speak out against the ban and other harmful legislation against our industry. He said all GMR groups and food broker associations' member-principals would be affected. Since then, DAGMR, Detroit Food Brokers Association, and the newly formed Michigan Council for Convenience Packaging, and the Michigan Food Trades Council, have issued positions against the proposed ban.

### Certificate of Appreciation

*This is to certify that*

*The Associated Food Dealers*

*has earned the appreciation*

*of the people of Detroit*

*for an outstanding contribution to the*

*Food Industries in the Metropolitan Area.*

*This Award is made in the Public Interest.*



*Roman S. Gribbs*  
MAYOR

**CITATION —** The above citation was presented to the Associated Food Dealers by Detroit Mayor Roman S. Gribbs for distinguished

service to the people and the food industry in honor of our 55th anniversary the AFD is currently celebrating.

# THE FOOD DEALER

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## THE ASSOCIATED FOOD DEALERS

434 West Eight Mile Rd. Detroit, Michigan 48220  
Phone: 542-9550

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JERRY YONO—Imperial Quality Market ..... Detroit  
TONY ZERILLI—Big-A Super Market ..... Birmingham

## The Sounding Board

To the AFD:

The Arche Club of Wayne wishes to thank AFD executive director Ed Deeb for the very informative review of food industry programs recently at our meeting. I am sure as housewives we gained a better perspective of the industry, supermarkets and the many things to come as a result of new systems.

Mrs. Margaret O'Brien  
Corresponding Secretary  
Arche Club of Wayne

We wish to thank the Associated Food Dealers for participating in our "Fair Share-In" held recently at Marygrove College. You played an important part in this professional activity. I hope the attention of Detroit Home Economics Association for Educators will remain close to consumer concerns in the years ahead. We look forward to working with you again.

Mrs. Joanne D. McConkey  
President  
Detroit Home Economics Assn.  
For Educators



**DRAMATIC** — That's the view of this new potato unloading device currently being used by Better Made Potato Chips, an AFD member at its Detroit headquarters. It tilts a fully loaded trailer and tractor to an angle of as high as 55 degrees to unload a shipment of potatoes in the shortest possible time. General manager Jack McDonald says the \$35,000 unloader can empty 30,000 pounds of potatoes in 15 to 20 minutes.



## Around the Town

**Raymond M. Dutmers**, executive vice-president of **Spartan Stores, Inc.**, an AFD member, has been elected to a 3-year directorship of the Cooperative Food Distributors of America. Congratulations, Ray!

\* \* \*

**Robert A. Vibbert**, formerly associated with the **Peppler-Vibbert Brokerage**, has joined the executive staff of **Acme Detroit Food Brokerage**.

\* \* \*

**Obituaries:** The AFD was saddened recently to learn of the passing of three longtime members: grocers **Chester Bendzinski**, **Frank Sandomierski**; and **Prescott Williams Sr.** Mr. Bendzinski operated **Chet's Market** in East Detroit; Mr. Sandomierski operated **Sandomierski's Market** on Chene in Detroit before retiring; and Mr. Williams was connected with **Store Equipment Sales**, after having been with **Vlasic Foods** and **The Borden Company** for many years prior.

\* \* \*

About 20 food industry friends of **Carrol A. Wilson**, a sales representative for **United Brokerage Company**, an AFD member, gathered at a surprise party recently at the **Fox & Hounds Inn**, **Bloomfield Hills**. In addition to his colleagues at **United**, **Al Tivy**, **Lou Piscopo**, etc., also on hand were **Sam Cosma**, **Frank Tenuta**, **Leo Sabatini**, **Ed Deeb**, **Glenn Haut** and several others in addition to **Carrol's** family.

\* \* \*

The **Associated Food Dealers** wishes to thank the **Pepsi-Cola Company**, **American Bakeries' Taystee** division and **Peter Eckrich & Sons** for providing the ingredients for a snack luncheon on **Mother's Day** during **Police Week** in Detroit. The **DPD** said it was truly grateful.

\* \* \*

The AFD also wishes to thank **Anheuser-Busch**, **Krun-Chee** division of **Sunshine Biscuits**, and **Squirt-Detroit Bottling Co.** for furnishing the refreshments at the recent AFD board meeting.

\* \* \*

At the request of **Gov. Milliken** and his staff, **Don LaRose**, **Mike Giancotti** and **Ed Deeb** sojourned to

**Lansing** to protest the lack of uniform food inspection standards, and propose a program which the state says it is seriously going to consider. (See **The President's Corner**, this issue.)

\* \* \*

Speaking of **Lansing**, the **Associated Food Dealers** board of directors recently hosted its **Annual Get-Acquainted Dinner** with some 30-35 legislators on hand for the big evening. The event was held at the plush new headquarters of the **Michigan Automobile Dealers Association**, AFD friend and fellow trade association. (More on this in the next issue.)

\* \* \*

**Kemba Detroit Credit Union**, chartered in the **Motor City** in 1933, and now includes nearly 3,000 employees of **The Kroger Company**, has qualified for federal insurance of members' share accounts, it has been announced. Officers of the CU with assets of over \$2½ million, are **Ed Kuhlman**, **Marie Willis**, **Geraldine Rae**, and **Cy Roxburgh**.

\* \* \*

**David H. McDonald** and **Stanley O. Wittenmyer** have been appointed route supervisors in the Detroit area for **Peter Eckrich & Sons**, an AFD member, it was announced recently by **Elwin Eggleston**, manager of the firm's Detroit office.

\* \* \*

The AFD was happy to learn recently that U.S. Secretary of Commerce **Maurice H. Stans** decided to create an **Ombudsman For Business**. Our association has been pressing for such an office for quite some time, and was the subject of **Ed Deeb's** column in **The Food Dealer** earlier this year.

\* \* \*

The **DeCrick Company, Inc.**, an AFD member, is the new name of the old **DeCrick & Maurer** food brokerage, according to president **William DeCrick**.


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AFD Member



ED DEEB

## **OFF THE DEEB END**

# Super Stars

The successful merchant or businessman today is one who offers more than just quality products, service and competitive prices.

He is one who is in tune with the times, and sensitive to the needs and changing habits of the complex consumer in a fast-changing society.

He is one who is able to make a lasting and rewarding impression on customers because of warm atmosphere, a wide variety of products, and courteous and friendly personnel.

He is one who respects human dignity and receives human dignity, respect and repeat business in return.

He is one who is able to educate and inform his customers as to which products to purchase and the best way they should be used or prepared.

He is one who knows his own business — cost of merchandise, amount of inventory, retail prices — as well as those of his competitors.

He is one who inspires in employees the I-want-to-do-a-better-job attitude, and inspires customers to want-to-come-back-for-more.

He is sensitive to the needs of an individualized area, and caters to an ethnic group's tastes and preferences.

He is really an accountant, a personnel manager, a salesman, a psychologist, a serviceman, a merchandiser, an adman, an artist, a cashier, a banker, an individualist, a musician and many other people all in one.

A musician? Yes, since he beats the tune of modern times, and if successful, like The Pied Piper, has a very big following.

He really is a Super Star; he has to be in order to survive in today's highly competitive marketplace, with all the demands being placed on him.

Mr. Businessman, Super Star of industry and commerce.

BEING SERANADED in a supermarket was a real surprise for shoppers at a Wrigley store, right, recently. Wrigley, in connection with its theme, "Have a Happy Day," hired a band called Custer's Last Band to perform at each of its stores in the state.



### **Spartan Stores Elects Willmes, Winter VPs**

Spartan Stores, Inc., an AFD member, recently announced the election of Francis Willmes and Vernon J. Winter as vice-president of the firm at a recent directors meeting. Willmes, in charge of Spartan general merchandise since 1965, was elected vice-president of general merchandise, while Winter, was elected vice-president in charge of operations. The announcement was made by Joseph G. Foy, president of the firm.

At the same time, Foy announced the promotion of John Van Dyke to general warehouse superintendent. In his new post, Van Dyke will assume responsibility for perishables and general merchandise, in addition to groceries.

### **Allied Supermarkets Ups Martin and Murphy**

The promotion of Charles E. Martin to the position of senior vice-president of personnel and industrial relations, and Patrick J. Murphy to vice-president and corporate controller, has been announced by chairman Thomas McMaster, of Allied.

At the same time, McMaster announced the consolidation of the real estate department into the construction and engineering and real estate department. Don N. Maw, vice-president of the former engineering and construction department will head the new consolidated department.

### **Promotion at Chatham**

Clarence E. Fisch, formerly head of real estate development at Chatham Super Markets, an AFD member, had been appointed senior vice-president of distribution and manufacturing for the 30-store food chain, it was announced by president Bernard Weisberg.

## **Selling Your Store? See Sarafa Realty** **Contact Salim Sarafa at 557-5491**

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## THE PRESIDENT'S CORNER

# AFD, Gov. Milliken Set Priorities on Food Inspection

By WILLIAM BENNETT

One of the top priority items of the Associated Food Dealers this year is to help bring about uniform food inspection, and equipment standards for Michigan's food distribution industry.

Those of you who have food inspectors call on you know how frustrating this can be, especially since there are four levels who can do the inspecting; city or township, county, state or Federal.

Governor William Milliken has pledged to work with the Michigan Department of Agriculture and the Associated Food Dealers to review the several standards and duplication of inspections and laws covering our industry.



BENNETT

In connection with this, AFD's Don LaRose, Mike Giancotti and Ed Deeb met recently with the governor's aides to relate the scope of the problem, and suggested ways the problem can be solved. In turn, the Governor and his aides have assured the AFD that the state will seriously look into the situation in behalf of the industry and the citizens.

Why he need for uniform food inspection in Michigan? There are several reasons, of which I will list a few, as follows:

**Rules Widely Differ:** As I mentioned there are four jurisdictions to begin with, i.e. city, county, state and federal levels of inspection. They differ on such things as the use of sawdust; whether you cut grass around the stores; whether to use single, double or triple-basin sinks; different rules for open-air fruit stands versus those for regularly enclosed food stores, gas stations, drug stores and restaurants, etc.

**Standards For Equipment Differ:** Rules or recommended standards differ as to the kinds or type of hot water heaters; whether a store must have a dressing room for employees (not lavatories); whether a food distributor should be required to place shields over fluorescent lighting or to flush the lights with ceiling; whether a retailer should use hard hats or not; whether walls should be paneled or not, and if so, should it be paneled with wood, metal or plastic? And, the same with floors.

We are not saying we are opposed to legitimate inspection of the merchandise on our premises or the stores themselves. We welcome inspection. But the

wide discrepancies of rules and regulations are frustrating, to say the least.

The Associated Food Dealers feels the uniform food inspection and at all levels will eliminate duplication of effort, cut down on waste, and help save taxpayers dollars. This in turn, could be passed along to consumers in the form of lower prices.

A program of information and education is also needed. The various departments of agriculture should provide each licensed establishment with a list of specific guidelines, rules and even the regulations themselves. In order to be able to abide by rules or laws, we must talk the same language, just as is done on a football field, or in school or at a chess tournament.

Enforcement of rules or laws is one thing. Knowing what is being enforced, and for what reasons, is quite something else.

Let's bring on uniformity in food inspections soon!

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ALLIED MEMBER



## **Eight New Supplier Members Join AFD**

The Associated Food Dealers, Michigan's largest food distribution association and service organization, representing over 2,100 members wishes to welcome aboard eight new supplier members to the association. Their names, addresses and phone numbers are as follows:

**ANHEUSER-BUSCH, INC.**, producer and distributor of a variety of beers and malt beverages, 20550 Vernier Rd., Harper Woods, Mich. 48236; Phone (313) 886-8709.

**R. F. BROWN SEA FOOD CO.**, distributor of seafood products, 701 E. Kalamazoo St., P. O. Box 926, Lansing, Mich. 48904; Phone (517) 484-5428.

**GREATER MACOMB BEER & WINE DISTRS.**, distributor of various beers and malt beverages, 41300 Production Dr., Mt. Clemens, Mich. 48043; phone (313) 468-0959.

**O'DONNELL IMPORTING COMPANY**, distributor of various beers, malt beverages and wines, 18700 Meginnity, Melvindale, Mich. 48122; phone (313) 386-7600.

**THE PONTIAC PRESS**, daily newspaper, 48 West Huron, Pontiac, Mich. 48058; phone (313) 332-8181.

**THE RELISH SHOP**, distributor of a variety of relishes and condiments, 5131 St. Aubin, Detroit, Mich. 48211; phone (313) 925-5979.

**VROMAN FOODS, INC.**, producer and distributor ice cream and related specialties, 4117 Fitch Rd., Toledo, Ohio 43613; phone (419) 479-2261.

**BRA-CON INDUSTRIES**, a division of Electro-Matic Inc., makers of industrial machines, fixtures, automation equipment and cardboard and paper balers, 30740 W. Twelve Mile Rd., Farmington, Mich. 48024; phone 851-6265.

These new members and all AFD suppliers and service members deserve your support and patronage. Refer to the AFD Suppliers' Directory on Page 15 often. In fact, clip it out of The Food Dealer magazine, and post near your phone.

**Membership in AFD**  
**Means More Action, Results!**

**Group Blue Cross - Blue Shield**  
**Available to AFD Retailers;**  
**For Information, call 542-9550**



**PRIZE WINNER** — Airline stewardess Barbara Davis, fourth from left, draws the winning entry of a recent WWJ "One Week" Contest. Pictured with her, from left, Don F. DeGroot, general manager of the WWJ stations; Don Merton of United Air Lines; Pete A. Kizer of WWJ-FM; Miss Davis; news anchorman Morrie Carlson; and Nat A. Sibbold, WWJ-AM manager.

### **Interstate Marketing Promotions**

Interstate Marketing Corporation, an AFD broker member, has announced three new promotions. Louis A. Steinbacher, new retail field sales manager, will be responsible for all sales programs at retail level. Joseph Stchur, former assistant retail supervisor, was named supervisor in charge of 25 merchandisers. Robert D. Dowd, was newly named supervisor of retail store set-ups. All three have been with Interstate over ten years.



## **BIG PROFIT CHAMP**

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SUSTAINING MEMBER

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## THE BELL RINGER

# Sensuous Woman or Illiberate Woman's Crusader?

By ALEX BELL

Ho-hum. After a hard day at the kibbutz trying to make a buck we will try and make your life as miserable as ours.

It looks like Dear Old F. J. is looking for a dubious honor claiming he will not be under-sold. Well, let's see what the last 12 weeks' financial statement brings. Pretty soon, it has got to be green up time and we mean the long green.



Mr. Bell

The light shines in St. Louis: Retail Clerks Local 655, based in this city, opposes efforts to legalize Sunday sales in Missouri. "Human values are more important than the almighty dollar," declares executive secretary Jack Valenti.

Well, It's Official. The NAIFR convention will be held in Las Vegas, Aug. 15-19 and we have put together a helluva package. See the ad in this issue, Page 13.

Our first wife came up with this one: A gal came into our kibbutz the other day and asked her where

the SOS was. Our first wife said, "Oh you mean the Stupid Old Scotchman? He is behind the meat counter." All we can say is that this broad has got to go. (Edeebnote: The truth hurts, huh, Al?)

Eddie Acho tells us that now that he knows what the word "sensuous" means, he is going to buy and read "The Sensuous Woman."

On a recent visit to Chicago we had lunch with St. Francis of Arlington Heights and our old friend. The Bohemian from Berwyn, George Nepil. George arrived about one hour late for lunch and gave us a story about getting lost on the freeway, to which St. Francis quipped: "Boy, you could get lost in a bordello."

We would like to state that Jerry Yono is a lousy poker player but boy is he lucky. In fact, playing poker with him you can get a "mental hernia."

Of course we will admit playing poker without Jerry and Ed Acho is like Sunday night in Calabasas. (Edeebnote: Whereinell is Calabasa?)

We heard about a certain foodman that was going to a psychoanalyst and he was doing so good that the "shrink" was finally letting him sit up on the couch!

You are a real old-timer if you remember when only working stiffs wore blue jeans.

If you ever run into a loud-mouthed, not-too-bright crusader for women's rights, just remember she could be illiberate. (Yes, Eddie, it's a play on words.)

A good line for right now for a column that is going downhill: "Suddenly the plot sickens."

Bev Welch tells us about the gal that dreamed she was walking down Woodward with nothing on but a hat and she was very embarrassed because it was last year's hat.

Hubby Jay Welch tells us, that, about drinking, there is nothing between clarity and oblivion. We will drink to that.

Our good friend and compatriot Kay Adams, head honcho to Bernie Weisberg of Chatham, is on her way to Scotland to help celebrate her mother's 90th birthday. Have a good trip, Kay.

Dear John, that's all she wrote! — ACB

### RETAILERS WHY FUSS?

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## ***The Penalty of Leadership***

In every field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. In art, in literature, in music, in industry, the reward and the punishment are always the same. The reward is widespread recognition; the punishment, fierce denial and detraction. When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. If his work be merely mediocre, he will be left severely alone—if he achieves a masterpiece, it will set a million tongues a-wagging. Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass or to slander you, unless your work be stamped with the seal of genius.

Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it cannot be done. Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant.

There is nothing new in this. It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. And it all avails nothing. If the leader truly leads he remains—the leader. Master-poet, master-painter, master-worker, each in his turn is assailed, and each holds his laurels through the ages. That which is good or great makes itself known, no matter how loud the clamor of denial. That which deserves to live—lives.

*This text appeared as an advertisement in The Saturday Evening Post, January 2, 1915.  
Copyright, Cadillac Motor Car Company*

**Published as a Member Service by the Associated Food Dealers**

## Merchandising

Chef Pierre, Inc., Traverse City-based producer of frozen desserts, has introduced a new frozen shortcake, termed the Long Shortcake. They are available in three fruit flavors: cherry, strawberry and pineapple.

\* \* \*

C. F. Burger Creamery, Detroit, has introduced a new dairy product, sterilized whipping cream, relatively new in Michigan. Its chief advantage is its capacity to stay fresh longer in a grocer's or consumer's dairy case or refrigerator. The new product also features rapid whippability and lasting flavor.

\* \* \*

Budweiser Malt Liquor, a new product from Anheuser-Busch, Inc., an AFD member, has been introduced to the Michigan market. The new product has a heavier body and a deeper golden color than Budweiser beer.

\* \* \*

Squirt-Detroit Bottling Co., an AFD member, has begun deliveries of new formula Pink Diet Squirt, with no sugar added. The new package can be quickly identified, reading "only one calorie per ounce," printed in black over silver with a pink background.

\* \* \*

Detroit Coca-Cola Bottling Co., an AFD member, as part of its summer sales promotion, will offer a special "Summer Put-Ons" clothing sale. The items include floppy hats, boys shorts, girls mini-pants and girls' culottes with the firm's emblem and theme imprinted on them.

\* \* \*

Automotive Topics, a new weekday radio series covering all the aspects of Detroit's auto industry, has premiered on WWJ Radio One. Host is John Spears noted auto reported.

**The AFD Is The Largest and Most  
Active Food Trade Association  
in Michigan.  
Are You On The Team?  
If Not, Phone 542-9550**

**Affiliated with the  
NATIONAL ASSOCIATION  
OF FOOD RETAILERS  
Michael Giancotti, President**



**BRIGHT NEW TRUCK** — Stroh's Ice Cream has redesigned its trucks in commemoration of the company's 50th anniversary this year. Gari M. Stroh, executive director of Stroh's Ice Cream division, said the firm is concentrating on opening several more franchised ice cream parlors in 1971. The new truck, above, is red with touches of gold, white and yellow.

Koepplinger's Bakery, Inc., an AFD member, announced the appointment of Ron Kimler & Associates as its advertising agency, effective immediately.

\* \* \*

Wilson-Pfeister Co., Toledo food brokerage, has announced that Kenneth W. Parman has joined the firm as vice-president in charge of wholesale sales.

\* \* \*

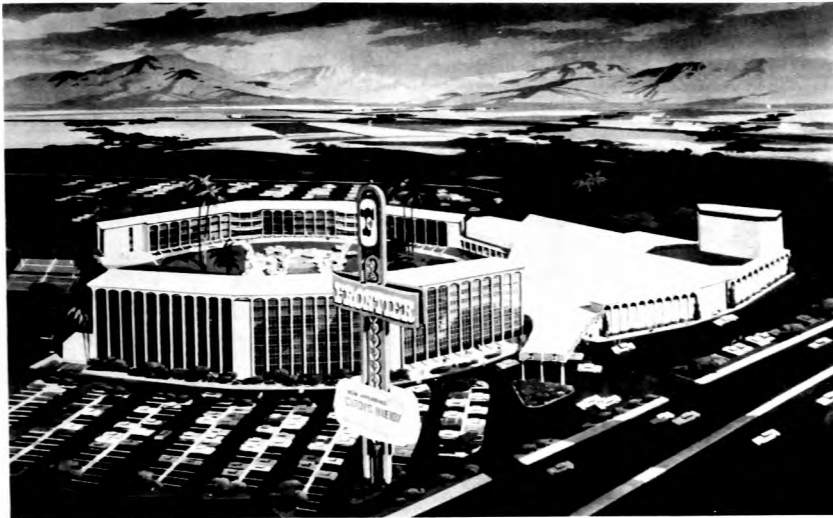
Acme Detroit Food Brokerage, an AFD member, has announced that it has been appointed representative recently for various products of the following companies: Atalanta Trading Corp., Foods, Inc., Cap Sales Corp., Douglas Food Corp., and Olds Products Co.

\* \* \*

Peterson & Vaughan, Inc., an AFD member, has been appointed broker for Kellogg Frozen Foods Inc., a wholly-owned subsidiary of Kellogg Company, Battle Creek.

### 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.



**Join The National  
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**Aug. 15—Sunday, Cocktail Reception and Dinner.  
Aug. 16—Brunch; Dinner Show  
Aug. 17—Brunch; Dinner Show  
Aug. 18—Brunch; Dinner Show  
Aug. 19—Breakfast; NAIFR Board Meeting**

**Fill in the attached Reservation Blank and mail NOW! or Call . . . . . Alex Bell at TU 2-2530, or the A.F.D. Office at 542-9550.**

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Nat'l. Assn. of Independent Food Retailers  
434 W. Eight Mile Road  
Detroit, Michigan 48220

Please reserve complete NAIFR Convention PACKAGE RESERVATION as outlined herein.

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ Zip Code \_\_\_\_\_

**NOTE: Reservations must be in immediately!**

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



## TAX TOPICS

# Factors Concerning Stockholder Loans to Corporations

By MOE R. MILLER  
Accountant and Tax Attorney

Stockholder loans to a closely held corporation are often carefully scrutinized and challenged by the Treasury Department on the grounds that the loans are really stock investments, even though they meet all the legal formalities of a loan. In the eventuality that a loan is held to be stock equity, payments of interest and principal would be taxed as dividends to the shareholders and, of course, would not be deductible by the corporation.

The standards for determining debt instruments may now be going under total change. The 1969 Reform Act provides the U.S. Treasury with specific statutory authority to issue regulations which should grant guide lines for determining whether a corporate obligation is stock or debt. The new code provision lists five factors which may be included in the Treasury regulations, but in the Senate Report it makes it clear that these are not the only factors to be included.



MILLER

The five factors listed in the Code provision are:

- 1—Whether there is a written unconditional promise to pay on demand or on a specified date, a sum certain in money in return for an adequate consideration in money and to pay a fixed rate of interest.
- 2—Whether there is a subordination to or preference over any indebtedness of the corporation.
- 3—The ratio of debt to equity of the corporation.
- 4—Whether there is convertibility into stock of the corporation.
- 5—The relationship between holdings of stock in the corporation and holdings of the obligations for which the determination is being made.

These guide lines should reduce the amount of litigation involving thin corporations, including the question of the treatment of the interest payment by the corporation and the receipt of principal and interest by the shareholders.

The new statute is effective as of the date of enactment, which is December 30, 1969.

The danger of this result, (stockholder loans) has caused taxpayers to attempt to avoid this exposure by having the corporation borrow directly from a bank, and if required by the bank, the shareholders would guarantee or endorse the loan. Several cases have held that

such a guaranteed loan from a bank may be treated as a direct loan from stockholders who guarantee it.

There is a serious question of whether the enactment of Section 385, which Section determines whether a debtor-creditor relationship exists, or whether a corporation-shareholder relationship exists, now retroactively covers all existing and previously issued obligations of the corporation. If the rules as set up by the regulations govern that situation, it conceivably will mean that the taxpayers could retroactively find that previously issued debts are truly equity.

In my opinion, the greatest threat to shareholder loans is where corporations face the danger of a thin corporation because of inadequate capitalization, and stockholder guarantees, it would be advisable for the shareholders to borrow part of the money personally and then contribute that as added capital. This could at least preserve the debt nature of any other stockholder loans.

## HAVE ANY TAX QUESTIONS?

If you have any questions concerning taxes or related problems, drop a note to Mr. Miller care of The Food Dealer, 434 W. Eight Mile Rd., Detroit, Michigan 48220.

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

## BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	522-1100
Bonnie Bakers	893-3260
Farm Crest Bakeries	TR 5-6145
Grennan Cook Book Cakes	TA 5-1900
Grocers Baking Co. (Oven-Fresh)	537-2747
Hekman Supreme Bakers	KE 5-4660
Holiday Delight Cheese Cake	894-6011
Independent Biscuit Co.	584-1110
Koeppinger's Bakery, Inc.	JO 4-5737
Magnuson Foods (Bays Muffins)	FA 1-0100
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Taystee Bread	TY 6-3400
Tip Top Bread	TA 5-6470
Warrendale Baking Co.	271-0330
Wonder Bread	WO 3-2330

## BEVERAGES

Anheuser-Busch, Inc.	886-8709
Associated Breweries	925-0300
Canada Dry Corp.	868-5007
Carling Brewing Company	834-7170
Cask Wines	849-0220
Coca-Cola Bottling Co.	898-1900
J. Lewis Cooper Co.	823-3900
Faygo Beverages	WA 5-1600
Greater Macomb Beer & Wine Dist.	468-0950
Home Juice Company	925-9070
Leons & Son	925-0500
L & L Wine Corp.	491-2828
Mavis Beverages	DI 1-6500
National Brewing Co. (Altes)	921-0440
O'Donnell Importing Company	386-7600
Pepsi-Cola Bottling Co.	366-5040
Saven-Up Bottling Co.	537-7100
Stroh Brewery Company	961-5840
Squirt Bottling Company	JO 6-6360
H. J. Van Hollenbeck Dist.	293-8120
Vernor's-RC Cola	TE 3-8500

## BROKERS

Acme Detroit Food Brokerage	581-0410
Allstate Sales-Marketing, Inc.	535-2070
R. F. Brown Sea Food Co.	(517) 484-5428
Steve Conn & Associates	547-6900
Continental Food Brokerage	533-2055
Harris Crane & Company	538-5151
DeCrick & Maurer	822-5385
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Fin Brokerage Company	342-3535
Earl English Associates	546-5100
Food Marketers, Inc.	342-5533
Graubner & Associates	444-8400
John Huetteman & Son	886-8800
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corp.	341-5905
Paul Kaye Associates	864-7000
George Keil Associates	273-4400
Edward L. Kuester & Co.	928-7117
Charles Mascari & Associates	585-6145
Harry E. Mayers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Georgens, Inc.	DI 1-8080
Northland Food Brokers	342-4330
Peppler & Vibbert	838-6768
Perraut, Ricker, Rooney & Co.	341-9033
Peterson & Vaughan, Inc.	VE 8-8300
P. F. Pfeister Company	491-2000
L. F. Rothschild & Co. (stocks)	(212) 425-3300
Sahakian & Salm	962-3533
Sosin Sales Co.	WO 3-8585
Stark & Company	358-3800
Stiles Brokerage Company	965-7124
Sullivan Sales	KE 1-4484
James K. Tamakian Co.	352-3500

## Ned Weitzman Associates

United Brokerage	272-3700
Mort Weisman Associates	BR 2-5401
DAIRY PRODUCTS	354-1350
The Borden Co.	564-5300
Detroit City Dairy, Inc.	TO 8-5511
Fairmont Foods Co.	TR 4-0300
Gunn Dairies, Inc.	TU 5-7500
Hays Ice Cream	271-5670
Land O'Lakes Creameries	TE 4-1400
Melody Dairy Company	557-3800
Najor's Dairy Co.	353-8164
Risdon Bros., Inc.	825-1480
Sealtest Dairy	TI 6-5700
Stroh's Ice Cream	961-5840
Trombly Sales	925-9505
United Dairies, Inc.	UN 1-2800
Vroman Foods, Inc.	(419) 479-2261
White Star Dairy	868-8655
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Son Dairy	TY 5-6000

## DELICATESSEN

Home Style Foods Co. (Deli.)	874-3250
Leon's Home Made Foods	(517) 489-3766
Quaker Food Products, Inc.	874-0550
Specialty Foods (Deli.)	893-5594

## EGGS AND POULTRY

Detroit Live Poultry Co.	831-4300
Eastern Poultry Co.	WO 1-0707
Orleans Poultry Co.	TE 3-1847
Page & Cox Eggs	838-6664
Water Wonderland Egg Corp.	789-8700

## FRESH PRODUCE

Andrews Bros. of Detroit	841-7400
Badalament (bananas)	963-0746
Ciaramitaro Bros.	963-9064
Cusumano Bros. Produce Co.	921-3430
Gelardi Produce	WA 5-0969
North Star Produce	463-3484

## GARDEN SUPPLIES

Fredonia Seed Company	427-8153
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## INSECT CONTROL

Key Exterminators	EL 6-8823
Rose Exterminating Co.	TE 4-9300
Vogel-Ritt Pest Control	TE 4-6900

## LINEN SERVICE

Economy Linen Service	843-7300
Marathon Linen Service, Inc.	WA 1-2727
Reliable Linen Service	366-7700

## MANUFACTURERS

Aunt Jane's Foods	352-7330
Boyle Midway Company	543-3404
Diamond Crystal Salt Company	399-7373
Kraft Foods	946-5300
Lorillard Corporation	532-4768
Mario's Food Products	923-3606
Morton Salt Company	VI 3-6173
C. F. Mueller Company	543-8853
Prince Macaroni of Michigan	372-9100
Red Pelican Food Products, Inc.	921-2500
The Relish Shop	925-5979
Roman Cleanser Company	TW 1-0700
Rosenthal Cleans-Quick Corp.	261-2100
Schmidt Noodle Company	921-2053
Shedd-Bartush Foods, Inc.	TO 8-5810
Velvet Food Products	937-0600
Vlastic Food Products	557-2020

## MEAT PRODUCTS, PACKERS

AAA Meat Buying Service	382-7700
Cadillac Packing Co.	961-6262
Crown Packing Co.	TE 2-2900
Detroit Veal & Lamb, Inc.	962-8444
Bob Evans Farms, Inc.	422-8000
Feldman Brothers	WO 3-2291
Flint Sausage Works (Salays)	(1) 239-3179
Frederick Packing Company	832-6080
Glendale Foods, Inc.	962-5973
Gordon Sausage Co.	826-6145
Great Markwestern Packing	321-1288
Guzzardo Wholesale Meats, Inc.	FA 1-1703
Herrud & Company	962-0430
Johann Packing Co.	TW 1-9011
Kent Packing Company	843-4900
Kirby Packing Company	831-1350
Kowalski Sausage Co., Inc.	TR 3-8200

## L K L Packing Co., Inc.

Oak Packing Company	TE 3-1590
Peet Packing Co. (Ypsilanti)	961-2160
Peschke Sausage Co.	274-3132
Peter Eckrich & Sons, Inc.	368-3310
Peters Sausage Co.	KE 1-4466
Pitts Packing Co.	TA 6-5030
Popp's Packing Company	WA 3-7355
Sam & Walter Provision Co.	365-8020
Spencer, Inc.	TW 1-1200
Regal Packing Co.	931-6060
Ruoff, Eugene Co.	875-6777
Van Dyke Steak Company	WO 3-2430
Wayne Packing Co.	875-0766
Weeks & Sons (Richmond)	WO 1-5060
Wehby Meats, Inc.	RA 7-2525
Winter Sausage Manufacturers	832-3350
Wolverine Packing Co.	PR 7-9080
	WO 5-0153

## MEDIA

Detroit Free Press	222-6400
The Detroit News	222-2000
The Pontiac Press	332-8181

## NON-FOOD DISTRIBUTORS

Arkin Distributing Co.	WE 1-0700
Hartz Mountain Pet Pds.	894-6300 or 923-4550
Ludington News Company	925-7600
Super Toy, Inc.	923-4550
Perfect Plus Inc.	961-6381
Wayneco Wholesale Co.	894-6300

## POTATO CHIPS AND NUTS

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

## PROMOTION

Action Adv. Distg. & Mailing Co.	964-4600
Bowlus Display Co. (signs)	CR 8-6288
Holden Red Stamps	255-3350
Reliable-Accurate Mailing Co.	831-4480
Stanley's Adv. & Distributing Co.	961-7177
Louis Stephen Company (Printers)	371-5670

## RENDERERS

Darling & Company	WA 8-7400
Detroit Rendering Company	571-2500
Wayne Soap Company	842-6000

## SERVICES

Atlantic Saw Service Co.	954-1295
Comp-U-Check, Inc.	255-2800
Gulliver's Travel Agency	963-3261
Pittsburgh-Erie Saw	835-0913

## SPICES AND EXTRACTS

Frank's Tea & Spices	352-2256
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## STORE SUPPLIES AND EQUIPMENT

Almor Corporation	JE 9-0650
Bra-Con Industrial Balers	851-6265
Butcher & Packer Supply Co.	WO 1-1250
C & J Barbeque Sales (Oven King)	838-3701
Carrier Basket Service	866-1081
Central Alarm Co.	838-6365
Detroit Mini-Safe Company	372-9835
Hussman Refrigeration, Inc.	341-3994
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-5938
Lepire Paper & Twine Co.	WA 1-2834
Liberty Paper & Bag Co.	921-3400
Master Butcher Supply Co.	WO 1-5656
Midwest Refrigeration Co.	JO 6-6341
Pappas Cutlery & Grinding	965-3872
Scan-A-Scope	823-6600
Square Deal Heating & Cooling	WA 1-2345

## WHOLESALE, FOOD DISTRIBUTORS

Central Grocery Company	(1) 235-0605
Detroit Warehouse Company	491-1500
Glacier Frozen Foods	864-9005
Grosse Pointe Quality Foods	TR 1-4000
Kaplan's Whlse. Food Service	WO 1-6561
Raskin Food Company	865-1566
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
United Wholesale Grocery	834-6140
Viking Food Stores	(616) 722-3151
Wayneco Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

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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 2,100 members strong) and be eligible for our many programs and services.

### MEMBERSHIP APPLICATION

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Check One: Retailer ☐ Supplier ☐

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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:

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