



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

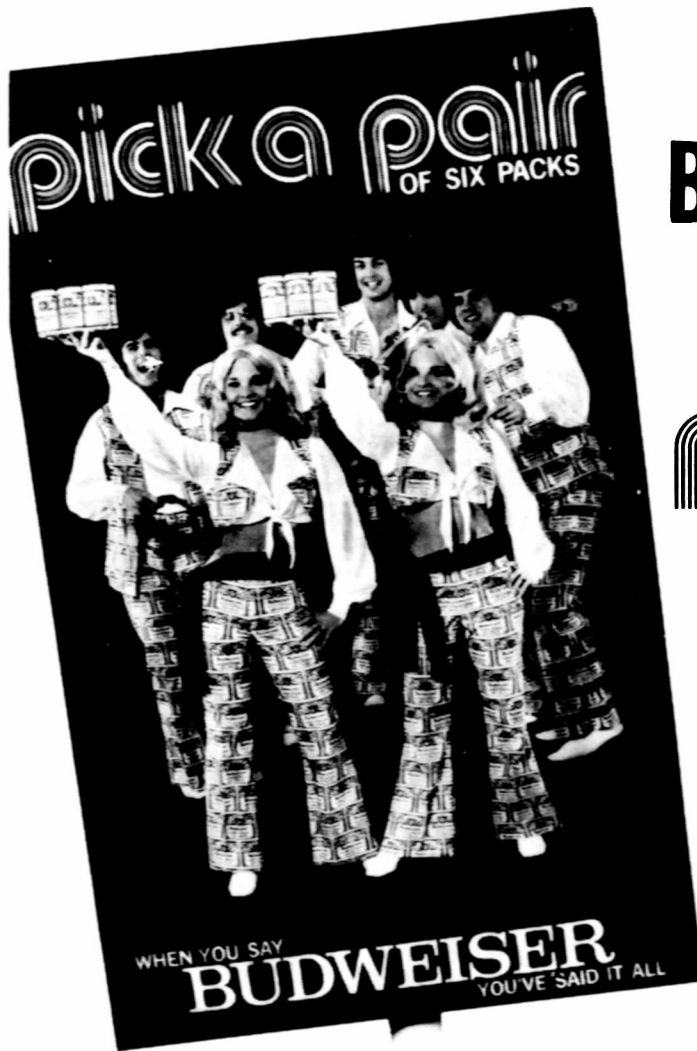
MAY, 1972



Mighty Meaty Seminar

Officials of Wolverine Packing Company, Al and Emil Bonahoom, at left, review meat cuts and grades with AFD officials Jay Welch of Hollywood Super Markets, and Sid Hiller of Shopping Center Super Markets, during a meat seminar sponsored by the Associated Food Dealers recently at Wolverine's new plant.

Something to think about...



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**AFD EDITORIAL**

Consumer Writers Using Food Field As Scapegoat

It has been said that the greatest sin in journalism is the sin of "omission" of key or vital information which would bring the reader of a journal or the audience of radio and television a more factual and/or complete story.

We also realize that journals must be receptive to the times, and print not only news, but what the people want to read, and not necessarily what is good for them. This is especially true when it comes to feature reporting.

With this in mind, surely no one is surprised that the issues of consumerism merit publication. But the consumer writer should not slant their views completely for consumers, as if they were always right, and against industry — not just the food industry either.

There are two consumer pages that we refer to specifically. One each in each of the two major daily Detroit newspapers. And we do not feel Trudy Lieberman, nor Sue Hoover, are writing, nor presenting, a fair picture and accurate accounts of the consumer issues of the day, at least as they involve our industry.

We certainly do not oppose their right to write on consumer issues. We simply oppose the manner in which they paint the businessman to be an unscrupulous, greedy and unethical operator, as one who constantly wants to cheat the public.

We are well aware of the support Trudy and Suzy are giving various consumer groups, be they passive or controversial. But that's neither here nor there.

The question of day concerning the reporting of consumer issues in a professional (and not sensational) manner is: How can they be objective when it appears they are involved in the issues as political action reporters rather than objective journalists giving the consumer views vis-a-vis the businessman's views, or any other views for that matter.

Even the regular listing of so-called violations issued by the Michigan Department of Agriculture (in both papers) is discriminatory against the food industry. The writers feel they are doing consumers a favor by publishing them, and imply that businessmen are cheats, so "watch out."

On the issue of the listings, not until all violations involving every individual and every industry alike are published regularly, should the two consumer writers single out the violations of the food industry. The issue is just as paramount as to whether it was ethical to publish the crime reports of the Detroit Police Department, because it involves an issue of race.

And similarly, the attributes of our industry enjoy just as equal space in our humble opinion, as those which tend to knock our industry — right or wrong, good or bad.

And instead of deliberately attempting to divide our industry — pitting retailer against retailer, retailer against supplier, supplier against other distributors, etc. — the writers should seek out opinions from responsible persons in our industry who are "neutral" in their opinions, and who can give across-the-board views which are more representative of the *total* industry.

The Associated Food Dealers is of the opinion that the food industry deserves a little better treatment and respect for the tremendous job the industry is doing on the whole than we are getting from the consumer writers.

The AFD for example, as representatives of over 2,200 food distributors who do three-fourths of the total \$3.7 billion dollars in food sales, is at the writers' disposal to present any segment, or a representative total view involving the food industry. We feel that the other side of the story (our's) is deserving of mention too. Since the AFD is the largest food distribution association in the Detroit area, or in all of Michigan for that matter, we are prepared to work with them in any way.

At no time in the past has the AFD refused to work with these writers. But as a representative of the total food field, it has been a long time indeed since we have been contacted to give facts, figures, statistics, etc., for any of their stories, especially since we are a neutral party.

And it is never too late to begin working together . . . and not as enemies!



FREDERIK G.H. MEIJER, right, president of Meijer Inc., Grand Rapids, is shown receiving the Anheuser-Busch \$100 Million Club award, for achieving over \$100 million in sales volume in the past year. At left is Anheuser-Busch's Harold Brunette, and Walter C. Reisinger, center. Other recent winners of the award in Michigan were Great Scott Super Markets, and Chatham Super Markets.

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THE FOOD DEALER

Volume 46 — No. 3

Copyright, 1972

Official Publication of

THE ASSOCIATED FOOD DEALERS

434 West Eight Mile Rd. Detroit, Michigan 48220

Phone: 542-9550

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THOMAS VIOLANTE—Holiday Super Market Royal Oak

WILLIAM WELCH—Hollywood Super Markets Troy

JERRY YONO—Imperial Quality Market Detroit

Around the Town

Food Marketers, Inc., an AFD member, has announced the relocation to new offices at 26711 Northwestern Highway, Southfield, Mich. 48076. The New phone number is (313) 353-6800.

* * *

Tom DiMaggio, of DiMaggio's Market, Detroit, was the winner of a six-piece set of luggage at the recent Spartan Stores annual convention in Grand Rapids.

* * *

AFD director Sid Hiller, who heads up Shopping Center Super Markets, has announced that construction has begun on the firm's fifth store, located at Maple and Orchard Lake Rds., Bloomfield Hills. The new 25,000 square-foot unit will feature an ultra-gourmet section.

* * *

AFD director and treasurer Ed Acho of J-A Market has been recovering nicely following recent eye surgery.

* * *

The Greater Detroit Chamber of Commerce has announced that its executive vice-president Robert Marquardt succeeded J.E. Stedman as coordinator

of its food council's retail food distribution activities. At the same time, Stedman has added new duties in the institutional food service areas.

* * *

Frank Koval of the Michigan Dairy Foods Assn. Has been named 1972 recipient of the MSU Extension Service's "Golden Cooperator Award."

* * *

Joseph Agemy, co-owner of Agemy & Sons Super Market, an AFD member, Allen Park, is back on the job following minor back surgery.

(Continued on Page 10)

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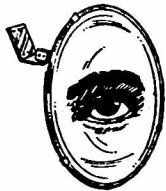
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HARRY MAYERS

BEN MANDELL



ED DEEB

OFF THE DEEB END

The Real Losers

Most everyone thinks that it's the big food chains who are the losers when it comes to the above-average cut-throat competition which regularly exists in our industry.

Especially today, when vote-getting politicians take pot shots at us in an effort to get elected. When our industry overly reacts to unjustified criticism against us. When merchants are literally giving away merchandise simply to lure greater sales volume while both sales and profits are at dangerously low points.

When retailers try and impress consumers with their not-so-fancy game of one-upmanship, each trying to out-do the other, but going nowhere in a hurry. When politicians and governmental bureaus and agencies step in to take advantage of the current industry disunity, since everyone is pointing the finger at someone else: retailer to wholesaler; wholesaler to processor; processor to farmer, etc.

When the major food chains fail to operate at maximum efficiency, opening all types of hours, everyday of the week, while the smaller merchants die a slow death or literally driven from business, etc., etc.

You know the old story by now. I can give numerous other examples, of which I am sure, you are all well aware.

If you think the biggest losers will be the boys in our industry, you're wrong. It's the consumer who will lose out more than anyone.

Certainly you realize what will happen when two or three major food chains are forced to call it quits; when perhaps thousands of independents may be driven out of business.

Sure, we all lose. But especially the consumers, who will have fewer stores to choose from, with less choice of variety of products, and ultimately, higher prices because of less competition.

The time has come for everyone — yes all of us — to cut the razzle-dazzle and get down to business of providing consumers with the best values the dollar can buy today, at decent prices and honest profits.

Let's face it, if things don't improve we'll all be out in left field: farmers, processors, retailers and consumers.

It's "Stroh a party" time.



During the month of May, there's going to be a Stroh's Stay-Cold 12 Pack everywhere you look.

On television. And on billboards, too. And the places we can't catch your customers looking, we'll catch them listening.

Because we've also bought a lot of radio time.

This year's Stroh-a-Party promotion will put our 12 pack on just about everybody's invitation list.

Join the party. Set up a party display section in your store with snacks and all the trimmings. Then stock up on Stroh's animated 12 pack display, and our customers will be your customers.

From one beer lover to another.

THE STROH BREWERY COMPANY, DETROIT, MICHIGAN 48226



CHATHAM SUPER MARKETS executives were guests at a recent luncheon sponsored by the Detroit Association of Grocery Manufacturers' Representatives. SEATED, from left, George Feinberg, vice-president, produce; Harvey Weisberg, executive vice-president (and AFD chairman); Harry Resnick, vice-president of sales; Harold Weisberg, senior vice-president; and Earl Eden, senior vice-president

of sales (no longer with the company.) STANDING, from left, Lew Tessler, dairy and frozen foods merchandiser; Russ Stein, buyer; Joe Holman, produce merchandiser; Richard Daitch, director of store operations; Jack Barr, director of advertising; John Bonanni, bakery and cookie merchandiser; Tony Petrillo, buyer; Sam Feig, vice-president, meats; and Jack Lewin, health and beauty aids buyer-merchandiser.

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THE PRESIDENT'S CORNER

AFD to Kick-Off Scholarship Fund at June 20 Luncheon

By ALLEN VERBRUGGE

"Dollars For Scholars" will be the theme of the kick-off luncheon for the newly established Associated Food Dealers Scholarship Fund.

The luncheon will be held at noon, Tuesday, June 20, at Club Venetian, located at 29310 John R, Madison Heights.

Purpose of the fund is to provide financial scholarship assistance to the sons and daughters of persons employed in the food industry in Michigan or anyone enrolled in a food distribution program at Western Michigan University or Michigan State University who are in need of financial aid.

It is my personal hope, and the hope of the entire AFD, that everyone participate in this event. Each year we will hold similar luncheons, or conduct a special fund-raising campaign for the fund. Keep in mind, all contributions are tax deductible.

It occurred to the AFD recently, that although there are several companies offering scholarships of one type or another, little, if anything, is done to encourage the sons and daughters of current food distributors (both members and non-members as well) to pursue a career in food distribution. And it was for this reasons, we instituted our AFD Scholarship Fund. So, as you can tell, our main purpose was to interest those already directly or indirectly involved in food distribution.



VERBRUGGE

Tickets can be purchased for the luncheon by contacting the AFD office, 434 W. Eight Mile Rd., Detroit, Mich. 48220; or by phoning (313) 542-9550. Cost per ticket is \$10, with ALL proceeds going to the fund.

As a matter of fact, AFD director Tom Violante informs us that several companies have inquired as to whether they can make contributions to our fund. The answer is yes. Companies may even offer scholarship donations in the name of their company, but distributed and managed through the AFD Scholarship Fund. This enables you to participate in our fund, yet permit donors to have individual company recognition.

But if companies or their representatives cannot attend our June 20th event, you may still send in a contribution to the fund.

We look to all food dealers and suppliers to help us successfully launch this Scholarship Program. Let's face it, without your help, it cannot succeed.

Please help us, won't you? I personally look forward to seeing everyone on June 20th.

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AFD MEMBER

AROUND THE TOWN

(Continued from Page 5)

Mr. and Mrs. Phil Lauri of Lauri Bros. Super Market, Detroit, he's an AFD vice-president, have just returned from a 15-day vacation in Spain.

* * *

Word from Miami has it that Abner A. Wolf, retired founder of the giant wholesale grocery which still bears his name, will celebrate his 80th birthday June 12. A huge gala testimonial dinner has been planned, with people from all parts of the nation set to attend.

* * *

Earl Eden, formerly senior vice-president of sales and operations for Chatham Super Markets, an AFD member, has joined P & C Supermarkets, Syracuse, N.Y., as executive-president.

* * *

Mr. and Mrs. Alex Bell, operators of Village Food Market, Grosse Pointe, have just celebrated their 35th wedding anniversary. Here's wishing 35 more Lee and Al!



SCHOLARSHIP WINNERS — Michigan State University students, Richard Leininger, second from left, and Andrew Krutsinger, second from right, accept congratulations for having won H.J. Heinz Company Foundation scholarships. On hand to represent Heinz was W.F. Ehrlich, manager of the firm's Detroit district, far right, and Dr. John W. Allen who heads MSU's food systems economics and management program, left.



*
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THE BELL RINGER

Famous Last Words: 'Eleven Always Follows Crap'

By ALEX BELL

Since I penned my last column, I have been sharpening my razor-sharp wit. Or, as Harvey Weisberg introduced me at our last board meeting to Joe Gadon as "the satirical writer," and I thought he said esoteric.

* * *

We would like to announce an important promotion in the ranks of the Marching, Chowder and Gaming Society of the AFD — also known as the Detroit Cultural and Fun Organization. Jerry Yono was appointed by DCFO president Jay Welch to be head of the sanitation department of the funniest game in town.

* * *

The Don of the Main Street Mafia, Tom Violante of Holiday Market, is also known as the lobster king of Royal Oak. We understand that Bill Welch of Hollywood Super Markets is trying to negotiate a deal with Tom to acquire his Lobster tanks. Tom's favorite song is "I've grown accustomed to the shaft."

* * *

Who Remembers Forhan's Toothpaste? It used to be a big seller.

* * *

Our first wife went to hear a lecture on world population. The lecturer stated that somewhere in the world a woman was giving birth to a child every minute, day and night, and asked the audience what should be done about it. Our first wife answered immediately, "I think the first thing we should do is find that woman." That's my girl!

* * *

We heard about the two maiden ladies (old broads whoops) who went to the Fisher Theater to hear the "Happy Hooker." (And that was a real goody of a book!) They thought it was a lecture on hooked rugs.

* * *

It looks like the clowns in Lansing are at it again. A couple of our elected clowns are trying to get legislation passed to tell us how to trim meat (Detroit News item May 11). It seems to my

uneducated mind that if you want to grab headlines, you pick on the food business (particularly when it concerns meat). But on the other side of the coin, just get legislation introduced to help the food business, you get a fast brush!

* * *

According to Dean Duerst of Hormel's, it used to be if you saved money you were a miser. Nowadays, if you can save money you are a wizard. That country boy's getting to be pretty sharp!

* * *

We think the Stroh Brewery Company should be commended for their commercial on their 12-cold-pak. They tell their viewers and listeners to get it "at your favorite neighborhood store." Keep it up, boys!

(Continued on Page 16)



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THE BELL RINGER

(Continued from Page 12)

In checking over some past columns, we noted that we used to deliver a lot of sermons about various problems in the food business. We don't really know when we changed, but we know that there are enough heartaches in this business. So we are trying to get a few laughs out of it now. But every once in a while, we will take off on some issue.

* * *

Don LaRose of Food Giant tells us "that man can't live by food alone." Don, we always told you that sex had no calories.

* * *

Our first wife and your's truly, took a trip to Vegas a couple of weeks ago, her favorite quotations were: "Hit me too much. There's no way you can throw a seven! Well, whaddyaknow, he made it. Eleven always follows crap. Oh, he did it again."

* * *

A Line you don't hear anymore: "If you dance you have to pay the fiddler." That's OK if you don't have to pay the whole band.



Camden Basket Co. Inc., of Camden, Michigan is the place to buy a wide variety of fancy baskets for Holiday fruit and Gourmet baskets. We also have many lovely styles of baskets for Wines, Liquors and cheese packages. Throughout the year a beautiful basket of food is a most thoughtful gift.

Camden Basket Co. also has a program designed for the non-food section of stores that wish to devote space for a small wicker shop within the store. These little "Wicker Shops" are very interesting and intriguing for the women shoppers.

**Camden Basket
Company, Inc.**

444 N. Main Street
Camden, Michigan 49232
Phone (517) 368-5211

The well known Arabian philosopher Eddie Acho tells us that women are to blame for most of the lying men do. They insist on asking questions.

* * *

Things that begin at forty: Life, lumbago, bad stomach, bifocals and an inclination to tell the same old stories. (*Baby you should know! — Y.F.W.*)

* * *

Brownie of Eastern Poultry tells us that the only way to improve a pinch of salt is to drop it on a big hunk of chicken.

* * *

Bev Welch comes up with this jewel: She tells us that forty years ago it took only 90 horsepower to keep a combat plane in the air. Today it takes 250 horsepower to take a 115-pound female to the nearest food store. Bev, this is modern technology!

* * *

Salim Sarafa (who has been gone from this column too long) tells about the belly dancer he knows who lives near her place of employment. She gets to work in a couple of shakes. Don't worry dear readers, he will get better.

* * *

Heard in Vegas: "This slot is due, that guy just put in two rolls of nickels. Oh, you need the money for your mom's operation and you are putting your kid brother through school. Wow, is this your first time too?"

* * *

Dear John, that's all she wrote! —ACB

RETAILERS WHY FUSS?

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OUR COUPON REDEMPTION CENTER!**

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Receivable Management Associates	564-6334
Retail Grocery Inventory Service	399-0450

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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	555-4660
Koepfing'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
Taystee Bread	896-3400
Top 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
Greater Macomb Beer & Wine Dist.	468-0950
Home Juice Company	925-9070
International Wine & Liquor Company	843-3700
Leone & Son Wine Company	871-5200
L & 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
Siroh Brewery Company	961-5840
Squirr-Detroit Bottling Company	566-6360
H. J. Van Hollenbeck Distributors	293-8120
Vernor's RC Cola	813-8500
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 Huetteleman & 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 Weisman Associates	557-1350

DAIRY PRODUCTS

The Borden Company	564-5300
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
Sealtest Dairy	846-5700
Siroh'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
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
The Relish Shop	925-5979
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
Mangiapane Meats	921-8830
Oscar Mayer Company	837-5744
Oak Packing Company	961-2160
Pett 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
Reed's Packing Company	875-6777
Ruoff, Eugene Company	963-2430
Tamaren Beef Company, Inc.	871-6210
Van Dyke Steak Company	875-0766
Weeks & Sons (Richmond)	727-2525
Webbs 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 Pontiac 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	894-6500
Hartz Mountain Pet Products	923-4550 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 Advg. 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

Frark 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	382-8228
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	921-1400
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	894-6500
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
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	(517) 823-2511
Viking Food Stores	(616) 722-3151
Abner A. Wolf, Inc.	584-0600

TAX TOPICS

Tips To Guide You For Your 1972 Tax Year

By MOE R. MILLER
Accountant and Tax Attorney

Perhaps it is premature to begin worrying about your 1972 Taxes, but by putting it off you may be too late to make any big savings on this year's taxes. Still, knowledge of tax tips can be helpful. Here are some ideas that may save you some tax dollars.

Diverting some of your income to a son or daughter in the lower tax-bracket can cut your tax bills. Your child can earn up to \$2,050 this year without paying taxes. Here are some ways to shift income to your children.

1 — Make an outright cash gift to your child, put the money in the Bank, naming your wife as custodian; the interest is credited to the child.



MILLER

2 — Set up a Trust, instead of paying money out of your pocket to provide income for the life of a dependent parent. Meanwhile the income is taxed to the parent at a lower tax rate and the assets of the Trust can return to you when your parent passes away. A couple both aged over 65 can make \$4,300 a year tax free.

3 — Give stock to your child; the stock is registered in your child's name with yourself as custodian. The child collects the dividends, but the custodian can sell the stock at any time and reinvest the proceeds.

The way you time the sale of your stock is important in determining your tax liability. The following are a few examples.

1 — If stock has declined in value, consider selling the stock before you have held it for more than six (6) months so that a loss of up to \$1,000 a year can be fully deductible from ordinary income, after first deducting any capital gain you record this year.

2 — If you sell stock at a loss after holding it for more than six (6) months, then you can deduct only half of the loss against ordinary income, with a \$1,000 limit. In other words, you can deduct \$2,000 of Long-Term Capital loss for \$1,000 of ordinary income.

In 1972 the personal exemption is going up to \$750; it is very important to outline your exemptions, the following examples will help you understand the importance:

1 — A child who is under nineteen (19) or a student can be claimed as a dependent no matter how much he earns as long as you furnish more than one-half (½) the support.

2 — Get your dependent to bank part of his income. Money saved or invested does not count toward supporting himself.

3 — You can claim a parent as an exemption if you furnish more than one-half (½) the living expenses, as long as he or she makes less than \$750 a year, not counting social security. If a retired parent is considering part-time work, limit the work so that earnings won't push him over the \$750 mark.

Professional people and self-employed persons can set up retirement plans that will give them tax breaks similar to those on pension plans that employees in companies now receive.

1 — Set up a "Keogh Plan" fund permitting a self-employed person to contribute ten (10%) percent of earned income, with a maximum of \$2,500 a year, into a retirement plan tax-free.

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