



# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

OCT/NOV, 1974



## Man of the Year

Peter Weisberg, 83, founder and chairman of Chatham Super Markets, center, is shown accepting his Man of the Year plaque during AFD's Annual Awards Banquet. Flanking him on the left is AFD's Edward Deeb, and President Phil Lauri of Lauri Bros. Market.



# Cold cash.



If you're a beer drinker, you want it ice cold. But if you're a beer seller, you want it red hot. Because a red hot seller is the kind of item that makes a man a success in the beer business. In the last 4 years Stroh's sales are up over 60%. At that rate, it's one of the hottest cold beers around.

**From one beer lover to another.**



**AWARD WINNERS** – The recipients of the 1974 Distinguished Service Awards presented by the AFD are pictured above. **BACK ROW**, from left: Marion Del Cotto of Wesley's Quaker-Maid; Abe Goldberg, Tip Top; James Wing, Wing Meats; Jerry Vanden Brook,

Super Food Services; Donald Graf, Northland Food Brokers; and Rep. Bill S. Huffman. **FRONT ROW**, from left, Edward Deeb, AFD executive director; Mrs. Maria Lalli, Universal Wine & Liquor Co.; Peter Weisberg, Chatham Super Markets; and Phil Lauri, AFD president.

## ***9 Receive AFD Distinguished Service Awards***

Peter Weisberg, 83, founder and current chairman of Chatham Super Markets, was the recipient of Michigan's food industry 1974 Man of the Year Award by the Associated Food Dealers during the association's recent 10th Annual Awards Banquet. It is the state food industry's highest honor.

The AFD presented a Distinguished Service Award to The Detroit News, this year celebrating its 101st anniversary, "for providing fair and accurate news and editorial coverage to the food field specifically, and business generally." Accepting the award was the editor, Martin S. Hayden.

In addition, Rep. Bill S. Huffman, a member of the State House of Representatives, received a special citation for distinguished and extraordinary service to our industry.

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

They are:

Maria Lalli of Universal Wine & Liquor Co.; Gerald Vanden Brook, Super Food Services, Inc.; Marion Del Cotto, Wesley's Quaker Maid; Donald Graf, Northland Food Brokers; James Wing, Wing Meat Company; and Abraham Goldberg, Ward Food's Tip Top division.

Michigan Court of Appeals Judge Robert J. Danhof addressed the AFD audience numbering some 900 persons; as did Robert Kunz, president of the Detroit Food Brokers Association.

Presenting the 1974 awards were association president Phil Lauri and executive director Edward Deeb.

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

Coca-Cola Bottling Companies of Michigan, for co-sponsoring the cocktail hour; New Era-Duchene and Melody Dairy Company for providing the snacks and chip dips; The Detroit News for printing the programs; Bowlus Sign Company for the attractive signs; and the following companies for their assistance and support:

Arrow Liquor Company, Universal Wine & Liquor Co., Mohawk Liqueur Corporation, Anheuser-Busch, Brown & Forman, Canada Dry Corp., Calvert Distillers, Carling-Tuborg Brewing Co., Crown Sales Co., Detroit Coca-Cola Co., Faygo Beverages, Home Juice Company, Kozak Distributors, National Brewing Co., Miller Brewing Co., O'Donnell Importing Co., Mr. Boston Distillers, Pabst Brewing Co., Pepsi-Cola Company, Seagram's Distillers, Schenley Affiliated Brands, Schieffelin & Co., Schlitz Brewing Co., Seven-Up Bottling Co., Scheppeler Associates, Squirt-Detroit Bottling Co., Stroh Brewery Co., Vernor's, Inc., Ed Wieferman & Co., and Hiram Walker Company, and to all companies who permitted their representatives and their wives to be with us. Thank you so much.

# SOFT DRINKS AND MIXERS



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**HIRES** — the honest root beer, famous since 1876.

**NESBITT'S** — made from the juice of real oranges.

**UPTOWN** — lemon lime at its best.

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

## SQUIRT-DETROIT

BOTTLING COMPANY  
PHONE: JO. 6-6360

# THE FOOD DEALER

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**THE ASSOCIATED FOOD DEALERS**

434 West Eight Mile Rd. — Detroit, Michigan 48220

Phone: 542-9550

**EDWARD DEEB**, *Editor*

**JUDITH MacNICOL**, *Office Secretary*

**RENE SANDERSON**, *Insurance Secretary*

## OFFICERS — 1974

**PHIL LAURI**, *President*

Lauri Bros. Super Market . . . . . Detroit

**\*RAY MARTYNIAK**, *Chairman*

Ray's Prime Meat Stores . . . . . Trenton

**LOUIS VESCIO**, *Vice President*

Vescio Super Markets . . . . . Saginaw

**PHIL SAVERINO**, *Vice President*

Phil's Quality Market . . . . . Detroit

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**JERRY YONO**, *Treasurer*

Imperial Quality Markets . . . . . Detroit

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- STAN ALBUS** — Stan's Super Markets . . . . . Detroit  
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**\*ALEX BELL** — Village Food Market . . . . . Grosse Pointe  
**SIDNEY BRENT** — Kenilworth Market . . . . . Detroit  
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**SAM COSMA** — Atlas Super Market . . . . . Pontiac  
**PAUL FELICE** — Felice's Quality Market . . . . . Pontiac  
**\*MICHAEL GIANCOTTI** — Auburn-Orchard Markets . . . . . Utica  
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**SID HILLER** — Shopping Center Super Markets . . . . . Southfield  
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**\*DONALD LaROSE** — Food Giant Super Markets . . . . . Detroit  
**GENE MATTI** — Town Square Super Market . . . . . Dearborn  
**MOYED NAJOR** — Publix Super Market . . . . . Detroit  
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**THOMAS VIOLANTE** — Holiday Super Market . . . . . Royal Oak  
**FRED WEBER** — Short Stop Stores . . . . . Inkster  
**\*HARVEY L. WEISBERG** — Chatham Super Markets . . . . . Warren  
**WILLIAM WELCH** — Hollywood Super Markets . . . . . Troy  
**\*JAY WELCH** — Hollywood Super Markets . . . . . Troy  
**GARY WING** — Fisher's Food Markets . . . . . Birmingham

**\*Past Presidents**





## The Sounding Board

To the AFD:

Words cannot adequately express my appreciation for the great honor the Associated Food Dealers gave me by naming me 1974 Man of the Year. The Bible says that honor does not come to men who seek it, and I know in my heart that your award is not something I was aware of or sought. For this reason, I feel special pride in having been selected by your Awards Committee.

It was mentioned at the banquet that the awards were being given to individuals and not the organizations for which they work. That certainly makes me feel even more humble and grateful for the tribute. But I must still take this opportunity to share this honor with my wife and family and our many devoted employees.

Thank you again for the kind words and the beautiful plaque. I shall be grateful for them the rest of my life.

**Peter Weisberg**  
Chatham Super Markets  
Warren

I want to thank the Associated Food Dealers for the award recently given to me at the annual Awards Banquet. I felt especially honored to receive such an award from an important group as the Food Dealers. I was impressed by the sincerity shown to me and I want you to know that I am indeed grateful for this expression of confidence.

**Bill S. Huffman**  
Mich. State Representative  
Madison Heights

We were extremely pleased to have been selected to receive a major award from the food industry. I am especially pleased because of our close and continuing relationship with Michigan industry. Thanks again to the Associated Food Dealers for this recognition.

**Peter B. Clark**  
President and Publisher  
The Evening News Assn.  
Detroit

I am grateful for the award accorded to me at your recent awards banquet. It was a complete surprise, but I must admit a very pleasant and exciting one. I appreciate this award very much. Your association is the outstanding leader for the benefit of our industry. I congratulate you and wish you continued success.

**Maria Lalli**  
Universal Wine & Liquor Co.  
Detroit

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## KAR-NUT

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EDWARD DEEB

## **OFF THE DEEB END**

### **Be Romantic**

Sure, economic conditions are tough today, with the lagging economy and job layoffs causing a drop in sales. This should prevent anyone from doing the best job they know how . . . especially today.

There was once a time in our history during the 18th century when individuals were part of the Romantic Era. The concept was originally referred to as love between individuals, chivalry, adventure and so on.

It was a time when individuals were freely imaginative, heroic, adventure-some; when persons were more expressly idealistic. People were then interested in the ways of nature, and the common man.

Many people today covertly still believe in the concept of romance or romanticism. Times have changed though. Emphasis today is on technology, science, and specific details, while seemingly ignoring the total concept of society, one's family, one's job and the like.

Many persons today in business for themselves or employed by various companies are missing the boat by missing out on romance. Consequently, their way is a matter-of-fact concentration on details, while ignoring the total concept in relationship to his market, brokerage company, wholesaler or manufacturer.

Although people are still price-conscious, they still demand service and attention. In many cases they desperately await service in our fast-paced society. In the process, customers are acquiring a "left-out" feeling.

What a difference it would make if an individual put some romantic creativity, chivalry or adventure in their jobs today. Your customers would love you for it.

Enthusiasm, interest and attention in people are contagious. One would be able to express genuine concern about people, be they customer or employee. Tell the employees of their role in the total company picture, and to the customers.

Putting romance into the job, will turn your dull world into an exciting adventure, with new meaning, greater understanding and happiness . . . despite the gloomy economy. Try it and see.



# At the risk of sounding brash, The News announces the latest readership figures for Detroit's SMSA.



\*Market Detroit III 1974

According to Market Opinion Research\*, The News owns Detroit's SMSA. In daily readership, The News reaches 53% of all adults. The Free Press, on the other hand, is a distant second with 37%.

And if that's not total ownership, look at the figures for Sunday. The News reaches 61%. The Free Press 38%.

In important buyer categories, The News has controlling interest, too. Among executives and business owners, 55% read The News.

And for adults who have household incomes of \$20,000 plus, the figure is higher still...57%.

In Detroit's ADI, the story's the same. The News reaches 50% of all adults. The Free Press 35%.

We could give you more figures to prove that we're way out in front of the Free Press. But we don't want to sound too boastful. The thing to remember is that when you make your buy in Detroit, call us. After all, it's best to talk directly with the owner.

## The Detroit News

Largest evening newspaper circulation in America

**THE PRESIDENT'S CORNER*****AFD'S 59th Year Ends On A Successful Note***

By LOUIS VESCIO

This is my final column of the year as president of the Associated Food Dealers. As usual, it was a busy year for the AFD and all food and beverage distributors.

Usually, the president reviews the year's activities in his final message. But since there is a comprehensive review of AFD projects, involvement and activities on Page 4 of this issue of *The Food Dealer*, this will not be necessary here.

Looking back over the year, the same things which plagued us in 1974 lingered on to affect our businesses once again — including general inflation, high unemployment and an unstable economy.



VESCIO

AFD during the year was quite busy, and we accomplished many things. As your president, I was proud to be part of it.

It was a real pleasure and honor to have served as president of the association the past year. The office and responsibilities has brought to me an even greater understanding of our industry as well as the operations of AFD itself. Very few people, I am sure, fully realize the numerous problems we attempt to resolve on a day-to-day basis. We're always ready to help our members and defend, when needed, our industry.

In closing, I wish to pay a special "thank you" to Ed Deeb and the AFD administrative staff. They worked closely with me and made my job that much simpler.

I also wish to thank all of the officers, directors, members and friends who assisted me during this year, including our supplier companies who supported our events and activities.

Without all of your help, our many successes in this 10th consecutive record year for AFD, would not have been possible.

Thank you and best wishes for a happy and successful 1976.

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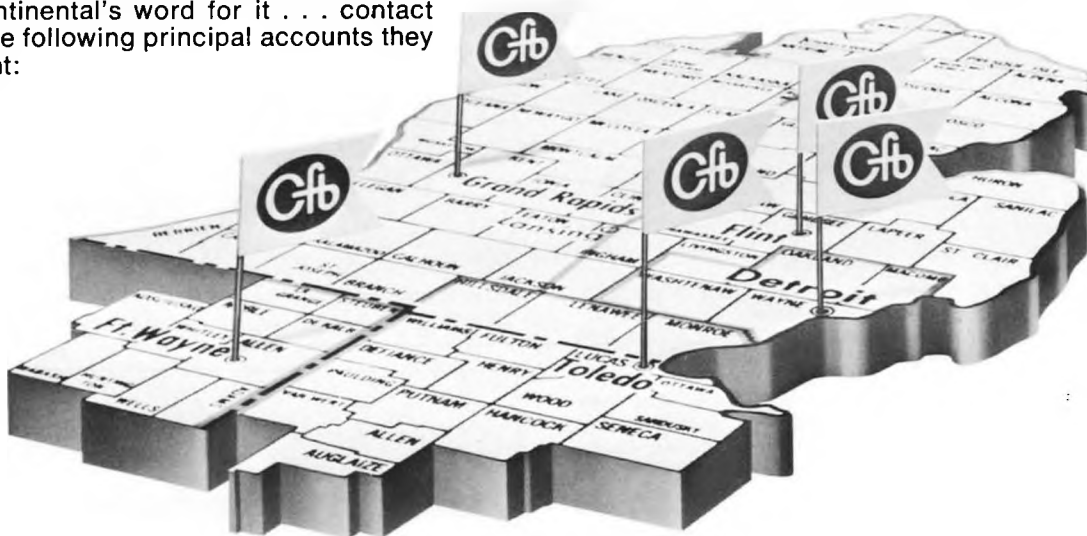
With five strategically located sales offices and a staff of 40 food sales veterans, Continental can put your product “on the map” and on the shelves of over 10,000 chain and independent grocery outlets in Michigan, northern Ohio and Indiana.

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Sales Offices: Flint, Michigan; Grand Rapids, Michigan; Fort Wayne, Indiana; Toledo, Ohio

# Memo from Faygo

BY MORTON FEIGENSON  
president



Soft drink consumption continues to move to higher than ever levels. But are pop profits higher than ever for retailers?

"Not where pop section control is left to vendors," said Glen Catt, president of Glen's Markets, a six-store Northern Michigan chain and a member since 1953 of Spartan Stores Inc., Grand Rapids, one of the nation's largest co-op wholesalers.

Said Catt:

"Our beverage sections are managed to get the best possible movement from those lines with the better and cleaner margins. We found out long ago that we can't rely on outsiders for that kind of management.

**"Faygo is the first thing that hits shoppers in our stores. We display Faygo big, in the regular sections and also around the store. Why? Because Faygo, by reason of being a warehouse line for us, is more profitable than any store-door vended line we handle."**

Even so, Catt had ample praise to bestow on Pepsi, saying: "Faygo and Pepsi run neck and neck as our best sellers. Our stores get excellent cooperation from Pepsi. Wish I could say the same for other store-door lines."



**GLEN CATT, PRESIDENT, GLEN'S MARKETS, GAYLORD, MICH., AND 1972-73 PRESIDENT OF SPARTAN STORES INC., GRAND RAPIDS**

Glen Catt's first supermarket job was as a stock boy at the age of 15. During his senior year in high school he managed a produce department, by this time knowing "I wanted to spend the rest of my life in retailing."

In 1951 at the age of 26 he opened his first store in Gaylord, and has since added Glen's Markets in Kalkaska, Mio, Grayling, East Jordan and West Branch. His present store in Gaylord (not the original one) is a huge 33,600-square-foot agora of food and non-food products.

**None of Catt's stores is located in a megalopolis. Yet they average upwards of \$3 million in sales annually. Moreover, his older customers still think of him as a "corner grocer." Those who keep track of his success say Catt has to be something of a merchandising genius.**

Not surprisingly, his management philosophy is simple: "Hire good people. Make sure they understand what you want them to do. Then give them enough authority to do it."

Through a 21-year association with Spartan Stores, Catt has served as a director, as chairman of the board of directors, and was Spartan's 1972-73 president.

Glen's Markets stopped handling pop in returnables in 1968. "It's demoralizing to think we might ever have to go back to them," Catt said, adding:

**"We come out much better by taking lower margins on one-ways. Then, too, a store of any size that is stuck with returnables today is also stuck with an investment that will add up to more than a quarter-million dollars a year.**

"And the retailer will not get any return on this investment. He will only get a bigger cost burden, including the costs of staffing his store as a deposit collection and refund center.

"Even worse is the profitability that gets drained out of a store when valuable space must be allocated to storing empty bottles."

# Six New Supplier Members Join AFD

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

**CALVERT DISTILLERS COMPANY**, producer and distributor of various types of liquor, 24681 Northwestern Hwy., Suite 404, Southfield, Mich. 48075; phone (313) 354-6640.

**FOUR ROSES DISTILLERS COMPANY**, producer and distributor of various types of liquor products, 24681 Northwestern Hwy, Southfield, Mich. 48075; phone (313) 354-6330.

**SCHIEFFELIN & COMPANY**, producer and distributor of various types of liquor, 17531 Revere, Southfield, Mich. 48076; phone (313) 646-2729

**CHARLES H. SHAFFER DISTRIBUTOR**, distributors of Michigan Brand products and other dairy foods, 231 Allen St., Box 101, Otsego, Mich. 49078; phone (616) 694-2997.

**RAFAL SPICE COMPANY**, distributor of various spices and condiments, 2521 Russell St., Detroit, Mich. 48207; phone (313) 962-6473,

**CITY OFFICE SUPPLIES, INC.**, retailers and distributors of various office supplies and office equipment, 16426 E. Warren Ave., Detroit, Mich. 48224; phone (313) 885-5402.

These new members, and all AFD supplier and service members, and advertisers, deserve your support and patronage. Please refer to the AFD Suppliers' Directory on Page 19 often. In fact, clip it out of *The Food Dealer* and post near your phone.

## 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.

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**FOOD BROKERS**

## PROGRESS REPORT

***AFD Task Force Out To Reduce Crimes***

By JACK GRIFO

President, Superior Potato Chips

and

Chairman, AFD Task Force on Crime

The idea of a Task Force on Crime, to be coordinated by the Associated Food Dealers, came up almost a year ago, last December, to do something about crimes affecting retailers and drivers. By February, 1974, we were on our way when we called a meeting of all area suppliers and vendors who had been experiencing rising holdups and burglaries of drivers' trucks.

In April of this year, our Task Force committee met to map out strategy, including a survey on high crime areas or trouble spots.

In June, we met with Detroit Police Chief Philip G. Tannian, to present our first position paper, documenting the crimes affecting our industry. As a result of this meeting, Tannian set up a Police Task Force consisting of the ten top commanders to work with AFD's Task Force on Crime.

A month later, July, we held our first combined meeting of both the Detroit Police and AFD Task



GRIFO

Force to outline the problem, and prescribe specific action steps to combat crimes.

Later in July, we met with the Arson Squad of the Detroit Fire Department, and invited several retailers to discuss the problem of arson-related fires involving food stores and supermarkets, which had totaled 56 since 1970. Several recommendations were made to retailers to institute preventative measures, including installation of silent alarms linked to local police stations, installing unbreakable glass windows, etc.

At this time also, we published our entire position paper in *The Food Dealer* so our members could realize the scope of our objectives to deal with crime on the street which affects us day-to-day.

We have even reached out to work with and help inspire the citizens of our community. We met twice with the Concerned Citizens Council, a newly formed group which may serve as an "umbrella" to coordinate all crime-fighting efforts. Miss Susan Cooper, who is also a Detroit Police Commissioner, and Lonnie Peek, head this organization. We have also met with the Detroit City-Wide Citizens-Police Council, which represents the leaders of the groups working with all Detroit Police precinct stations.

AFD officials Ray Shoulders and Ed Deeb met twice with Detroit Common Council to outline the seriousness of crimes, especially those relating to arson and extortion.

And so the story goes. We have not left any stone unturned in our effort to get action against the growing problem of crime.

(Continued on Page 16)

NEW TIP TOP

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AFD MEMBER



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**434 W. Eight Mile Rd. Detroit, Mich. 48220**

## New Frozen Foods Handling Systems Developed

Washington — A newly revised Code of Recommended Practices for the Handling of Frozen Foods is being mailed to thousands of processors, shippers, food brokers, retailers, warehousemen and others concerned with correct frozen food care.

These recommended practices were developed and are being distributed by the Frozen Food Coordinating Committee. The committee is composed of fifteen major trade associations whose members have a significant interest in frozen foods.

Included in the up-dated edition are sections on warehouse equipment and handling practices, transportation equipment, storage and display facilities for retail stores, retailer handling practices, storage facilities for foodservice installations, and correct product temperature.

All of the recommendations are the result of careful study by the industry with scientific advice and assistance. While endorsed by members of the Frozen Food Coordinating Committee, the recommendations are not intended to replace more demanding company or industry practices which may be in effect. The industry's goal is to maintain reasonably uniform frozen food product temperatures of zero degrees F or lower and to insure their proper care, from processor to consumer.

Development of these recommendations was based upon the principle that voluntary action taken by industry members can result in rapid advancement and widespread attention to good care and handling practices.

Copies of the Code of Recommended Practices for the Handling of Frozen Foods can be obtained from the National American Wholesale Grocers Assn., 51 Madison Ave., New York, N. Y. 10010; or the National Association of Food Chains, 1725 Eye St., NW, Washington, D. C. 20006; or the National Food Brokers Assn., 1916 M St., NW, Washington, D. C. 20036.

# MOVING?

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# The Sounding Board

(Continued from Page 5)

The awe of being the recipient of one of the Associated Food Dealers awards presented at your 10th Awards Banquet has finally subsided. It is hard for me to express the heartwarming emotions I felt when I finally realized that it was me being described in the presentation. It is an award I will cherish forever, and one for which I share with everyone at Super Food Services.

**Jerry Vanden Brook**  
Super Food Services  
Vassar

Please convey to your Directors and members of the AFD my deepest gratitude for the honor which your organization bestowed upon me at your awards banquet. Needless to say, you have given me an obligation to extend myself further, in support of this fine organization. My heartfelt thanks.

**Marion J. DelCotto**  
Wesley's Quaker Maid, Inc.  
Detroit



**JOHN McCASEY**, left, of the Detroit News merchandising staff, is shown accepting a Bonnie Maid Merit Award for outstanding services to the food industry from **Al Bonahoom**, president of Wolverine Packing Company. The presentation was made during a celebration marking Wolverine's 40th anniversary. **Edward Deeb**, AFD executive director, was also presented with a similar award.



## REPORT ON TASK FORCE

(Continued from Page 12)

Due to our efforts with Mayor Coleman Young, the Common Council, and the various citizen groups, Mayor Young finally agreed to spearhead a massive citizen crusade against crime at our request.

So far, admittedly there has been a lot of conversation, but out of this we must have, and are working on, concrete plans. Not only from the mayor's office, but from all the branches dealing with criminal justice — judges, prosecutor's office, the parole and corrections people in Lansing, etc.

Police Chief Tannian has told us he will provide needed protection to merchants and drivers who will prosecute all cases of crimes, whether it be increased patrols or personal protection if needed, for your information.

So far as our survey on high crime areas, I wish to congratulate those companies who have sent them in. Some are still outstanding, and should be sent in to the AFD office right away. We have already begun tabulating what we have, and they will be turned over to the Police and Mayor for extra police patrols in these areas.

We have also established a Reward Fund in cooperation with the Detroit News' Secret Witness Program. So far we have raised nearly \$2,000 from both suppliers and retailers for this fund. Anyone desiring to contribute and be part of this fund, is encouraged to do so.

Following the untimely and tragic shooting and murders of the Biondo family members, we worked with the Biondo family attorney to help raise special funds to provide incentives to apprehend the criminals involved. It should be pointed out that here is a case where people in the community, who had profound respect for the Biondos, "got involved" and helped to seek out the criminals. We need more of this type of dedication from citizens.

Finally, the AFD Task Force on Crime is currently setting up meetings with various city, county and state officials, as well as judges, prosecutors and the corrections people. We are going to make the same strong appeal to these people to do something to solve the crime problem.

In conclusion, let me say this: Crime is everyone's problem, not just that of food dealers. As of this writing, there has been no business association which has done as much as we have to fight crime. We are appealing to all trade associations to join the battle against crime — the bar owners, restaurateurs, drug stores, gas stations, dry cleaners — everyone.

As the programs of our Task Force develops, we will be providing additional progress reports in *The Food Dealer*. If anyone has any suggestions for us, be you retailer or supplier, please call me at Superior Potato Chips (313) 834-0800, or Ed Deeb at the AFD office (313) 542-9550.

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## TAX TOPICS

# On Distribution of Corporate Funds

By MOE E. MILLER  
Accountant and Tax Attorney

If corporate funds or property can be distributed without a dividend tax, the result is double attractive taxwise. Funds can be placed in the stockholders' hands at a minimum cost. At the same time, the danger of a penalty for unreasonable accumulation can be sharply reduced or even eliminated. It may pay to consider carefully the three possible routes.

### Redeem Estate Stock

The benefits flow from the fact that special exemption from the divided tax is given to the redemption of any stock which has been included in the gross estate of a decedent. But watch three limitations —

1 — The exemption from dividend tax applies only to the extent that the redemption doesn't exceed the estate, inheritance, legacy, and succession taxes, plus the funeral and administration expenses which are allowable as estate tax deductions.

2 — The value of the stock included in the decedent's gross estate must be more than 35% of the value of the gross estate or 50% of his net estate.

3 — The redemption must be made within three years plus 90 days of the due date for filing the estate tax return (about 4½ years after decedent's death for decedents dying before '71, about 4 years for decedents dying after '70).

### Buy out Stockholder

If one of several stockholders is willing to relinquish his corporate interest completely, the corporation can use corporate funds to buy back all of his shares. He will then pay only a capital gains tax on the excess of what he gets from the corporation over what the shares originally cost him. It makes no difference that the corporation pays him off with earnings and profits which would have been taxes as ordinary income if they had been distributed as a regular dividend.

### Redeem Part of Stockholder's Shares

If a stockholder is willing to have his ownership interest sufficiently reduced, it is possible to redeem a portion of his stock at no more than capital gains cost. The tax will be paid only on the excess received over his cost (basis) for the shares redeemed. As in case of a redemption of all his shares, it is immaterial that the payments are, in reality, out of corporate earnings and profits.

But care is also needed in handling a partial redemption. In order to be sure of capital gains treatment, the following tests must be met. Immediately after the redemption:

The ratio of the shareholder's voting stock must be less than 80% of that ratio immediately before redemption and

The ratio of the shareholder's common stock must be less than 80% of the ratio immediately before redemption and

The shareholder must own less than 50% of the total combined voting power of all classes of stock entitled to vote.

In determining whether these tests are met, the shareholder will be considered to own stock held by certain members of his family, trusts, etc.

### Corporation may avoid Tax on appreciated Property used to pay for redemption

A corporation may be able to capitalize on a further tax advantage in making the redemption discussed above. If those redemptions fall into any one of the four categories listed below, then the corporation can distribute as payment for redeeming its own stock any appreciated stock of other corporations:

- (1) Complete termination of interest of shareholder who at all times during the prior 12-month period owned 10% or more of the value of the stock.
- (2) Distribution of stock of certain 50% or more owned subs
- (3) Distribution of stock in certain newly-created subs
- (4) Distribution in redemption of stock to pay death taxes.



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