

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

APRIL, 1975



UPC Era Begins

The era of Universal Product Code, forerunner to the completely automated checkout counter, began this month in Michigan when Chatham Super Markets began testing the system in Center Line. Photo at left shows the UPC code on the product being read by a scanner. Photo on right shows detailed register receipt which goes to the customer.

It's Time!



Originally it was a promotion.

Now it's become a tradition.

It's the Fourth Annual Stroh-A-Party Time — that time of the year when people come out of their shells after being indoors for months, to socialize with friends and neighbors.

We don't have to tell you how successful this Stroh-A-Party event has been.

We're backing it up with special (and substantial) television advertising featuring our

**ALSO
AVAILABLE
IN THE
COOLER**



Stay-Cold Twelve Pack as well as the young man and woman who appear on the new Stroh-A-Party display, which gives you an opportunity to tie in easily and directly. Radio advertising too.

Get ready for this great event with ample stocks of Stroh's Stay-Cold Twelve Packs.

It's money-making time. The Stroh Brewery Company, Detroit, Michigan. Family brewers for 200 years.

OFFICERS - 1975

LOUIS VESCIO, President
Vescio Super Markets
* PHIL LAURI, Chairman
Lauri Bros. Super Market
PHIL SAVERINO, Vice-President
Phil's Quality Market
EDWARD ACHO, Vice-President
J-A Super Markets
JERRY YONO, Vice-President
Bond Market
WILLIAM WELCH, Treasurer
Hollywood Super Markets
EDWARD DEEB
Executive Director
GEORGE N. BASHARA, SR.
Legal Advisor

DIRECTORS

TERMS EXPIRING DEC. 31, 1975

STAN ALBUS
Stan's Super Markets
GEORGE BYRD
Byrd House of Meats
ROBERT COVERSON
Mardi-Gra Food Center
PAUL FELICE
Felice's Quality Market
DON HARRINGTON
Meat-N-Place
GENE MATTI
Town Square Market
RAY SHOULDERS
Shoulders Markets
LEONARD TAGLIAVIA
Dan-Dee Super Markets
FRED WEBER
Short Stop Stores
GARY WING
Fisher's Markets

TERMS EXPIRING DEC. 31, 1976

*ALEX BELL
Village Food Market
SIDNEY BRENT
Kenilworth Market
*MICHAEL GIANCOTTI
Auburn-Orchard Markets
*DONALD LaROSE
Food Giant Markets
R. JERRY PRYBYLSKI
Jerry's Food Markets
*ALLEN VERBRUGGE
Verbrugge's Market
*JOHN WELCH
Hollywood Super Markets

TERMS EXPIRING DEC. 31, 1977

NEIL BELL
Village Food Market
THOMAS GEORGE
T-J's Food Center
SID HILLER
Shopping Center Markets
EDWARD JONNA
Trade Winds Party Shoppes
MOYED (MIKE) NAJOR
Publix Super Markets
JAMES PEABODY
Peabody's Market
WILLIAM THOMAS
Joy's Safeway Foods
THOMAS VIOLANTE
Holiday Food Center
*HARVEY L. WEISBERG
Chatham Super Markets

REGIONAL OUTSTATE ADVISORS

SAM COSMA
Atlas Super Market
GEORGE JERRY
C. Jerry's Markets
JACOB GRANT
Farmer Grant's Market
JACK HAMADY
Hamady Food Stores

*Past Presidents



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EDWARD DEEB, *Editor*
JUDITH MacNICOL, *Office Secretary*
RENE' SANDERSON, *Insurance Secretary*

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LESTER M. FREIDINGER, second from right, executive vice-president of the Stroh Brewery Company, presents a check to Phil Lauri, left, chairman of the Associated Food Dealers, while Alex Keurejian of Stroh's, right, looks on. The check for \$250 is one of several the company has donated to the AFD Scholarship Program.

Around the Town

Allied Supermarkets, Inc. promoted Thor J. Skaar group vice-president to executive vice-president of retailing and to the board of directors. C. Dale Warman, executive vice-chairman of merchandising and sales was also elected to the board. David Carlson, formerly vice-president of information systems at Chatham Super Markets, has joined Allied as v. p. of management information systems.

* * *

Spartan Stores, Inc., an AFD member, has promoted Michael Burandt to the position of director of sales, responsible for planning and coordination of Spartan's over-all sales program. In addition, Sue Esakson was promoted to director of communications for the wholesale firm. The announcements were made by Spartan vice-president Thomas L. Quinn.

* * *

Cunningham Drug Stores, an AFD member, has named Melvin S. Pearl as director of the firm's beverage division.

Hygrade Food Products Corp., an AFD member, has promoted Stan Granger to advertising and sales promotion manager, according to an announcement by executive vice-president Clyde Riley.

* * *

Steve Advertising Company, an AFD member, has relocated to new quarters, according to an announcement by Steve Antonuk. The new address is 2639 Grand River, Detroit 48201; the new phone is 965-5863.

* * *

Squirt-Detroit Bottling Company, an AFD member has a new phone number, according to Clare Cralle, general manager. The new number is 398-8300.

* * *

Peter A. Kizer, assistant general manager of The WWJ Stations, an AFD member, has been appointed a member of the Michigan Economic Action Council a panel recently established by the state legislature.

* * *

Mr. and Mrs. Peter Weisberg will receive the Distinguished Service Award of the Jewish Theological Seminary of America, at a reception June 19, in Southfield. Mr. Weisberg is founder and board chairman of Chatham Super Markets, an AFD member, and the 1974 recipient of the AFD's Man of the Year Award. The couple will be honored for their humanitarian and philanthropic work.

* * *

Toni Militello, formerly with United-Twin Pines Dairy, has joined Melody Dairy Company as public relations manager and key account sales.

* * *

Paul Derby is the new Detroit district sales manager of Del Monte Sales Company, an AFD member. He succeeds Cliff Liddy who has been transferred to the firm's San Francisco office.

Call Stanley Vogelsang for fast, accurate inventory service.



It's true . . . we're a nationwide company . . . one of the largest in the country, in fact. But we pride ourselves on personalized service at the local level. Just call — we'll show you what we mean!

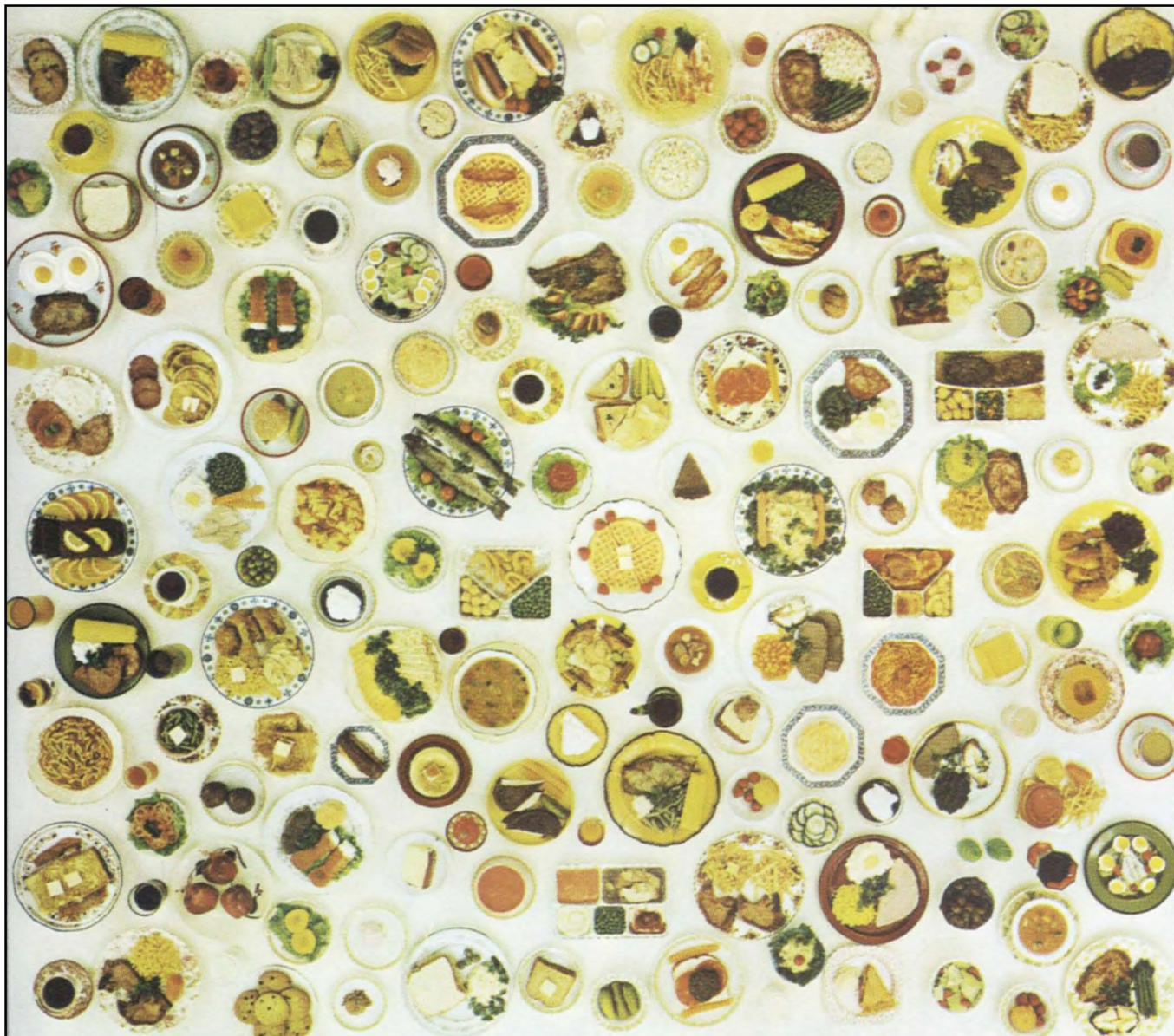


**WASHINGTON
INVENTORY
SERVICE**
since 1953

17336 W. 12 Mile Road
Southfield, Michigan 48076
(313) **557-1272**

Symbol of Excellence





The News is ahead of Detroit's other paper by 1,963,767 square meals a day.

In Detroit's all-important 6-county SMSA, The News delivers 208,468 more households than the Free Press every day. At 3 meals a day and 3 + people per household, that's a lot of opportunities to put your food on Detroit's tables. Especially since half of Michigan's food sales take place in the 6-county SMSA.

Smart food marketers know that to



sell food in the Detroit area, their ads have to be seen in the Detroit area. Not in out-state places like Paw Paw and White Pigeon, where about 30% of the other paper's circulation goes. That's one reason why, last year, The News led the Free Press in ad lineage by more than 20 million lines.

The Detroit News
If your market's Detroit, your paper's The News.



EDWARD DEEB

OFF THE DEEB END

The Lottery

The State Lottery has been a most effective vehicle for generating new and needed funds for the State of Michigan. Last year, the lottery helped raise over \$60 million.

When the lottery first began, one basic ticket was offered for sale by the licensed retail sales agents, and that was the 50 cents ticket. Today, there is a variety of lottery tickets and programs available, which is causing frustration and confusion to retailers at all levels.

The problems encountered include: (1) extra labor costs for handling the lottery and recording-keeping at the store level, with banks, and with the addition of the several new lottery tickets; (2) payment of prize monies through stores creates extra record-keeping for which there is no extra reimbursement; (3) the problem of logistics and handling of the tickets by cashiers selling tickets from the back of the ticket pad, for which agent could be held responsible; (4) the possible fraudulent passing of lottery tickets for which payments are made; and (5) the minimal personal communication between lottery agents and the Bureau.

The retailer is given a five percent commission for selling each lottery ticket. At the beginning, a retailer was retaining the major portion of it to cover expenses.

Today however, informal surveys by several of our members show where it actually costs retail sales agents some four percent to merely perform the service.

With all of the extra lottery ticket denominations, and all of the extra services being performed by the retail agents for the State of Michigan, we feel the time is ripe to increase the sales commission to 10 percent, to assist agents to cover the additional costs.

The AFD has met with officials of the Lottery Bureau to point out these facts, and they appear receptive to increasing the commission. Upon review, the Bureau will probably call a hearing on the subject, prior to finalizing any recommendations it may make.

We feel the added sales commission will prove a valuable incentive to retailers, and in turn, generate extra ticket sales and revenues for the State. After all, the retailer and the State are part of the same team.



IT'S THAT TIME AGAIN!



May 17 — July 5 is Pick a Pair time . . . time to raise your Budweiser sales to even greater heights with the best beer promotion in the world!

Pick a Pair . . . far and away the smart way to make your Bud[®] sales soar!

ANHEUSER-BUSCH, (INC. • ST. LOUIS



THE PRESIDENT'S CORNER

AFD Membership Is A Privilege

By LOUIS VESCIO

In this year 1975, while we of the Associated Food Dealers celebrate our 59th anniversary, we are striving to make our current Membership campaign one of the most successful and rewarding in our history. Of course, this will require the participation of every AFD member.

Being the largest food distribution association in Michigan carries with it tremendous responsibility. We cannot rest on our many past successes and allow ourselves to grow stagnant. Sound, planned growth in any great organization depends upon a continual influx of new, dedicated members with new ideas and enthusiasm to help get the job done.



VESCIO

Your membership in the AFD, now over 2,600-strong, is a priceless possession, one which should bring you a deep sense of satisfaction, pride and fulfillment. In fact, we have always felt, it doesn't cost to belong to AFD, it pays! By inviting, encouraging our welcoming eligible new food and beverage stores or companies to join AFD, you assure our continued growth and success.

The spirit of enthusiasm you can generate is contagious. It can spread throughout the membership providing even added enthusiasm for the betterment of our total industry. It can also spread to non-member friends, many of whom may be the type who would make good members.

It should be pointed out that membership in AFD entitles a retailer to one vote, a vote which can be exercised in assuring a voice on the issues confronting each of us, as well as a voice in electing your association leaders.

An alert, vigorous membership committee is an essential part of any recruitment and retention program. Working closely with the board of directors, this committee encourages and facilitates the bringing in of new members, as well as helping to retain veteran members. Preventing needless dropouts and bringing back men and companies of quality and integrity who may have cancelled their memberships is as important as adding new members.

You can help your membership committee by acting as a king of talent scout and submitting to the committee (through the AFD office) the names of all those who may be qualified to join the AFD.

Any active member in good standing (one who has paid his dues), may sponsor a prospective member. Doing so can be one of the more gratifying contributions you can make to your Association. It is also a compliment to the member you sponsor, since the door of AFD is opened to all persons or businesses in our industry.

We are proud to serve as The Voice of our industry at all levels of our communities, with government officials and agencies, etc.

If you are interested in joining the AFD and supporting our efforts which affect you, or if already a member and have a recommendation, contact the AFD, 434 W. Eight Mile Rd., Detroit, Mich. 48220 or phone (313) 542-9550.

Remember, in unity there is strength. Indeed there is . . . your strength combined with everyone else's!



THE WAYNE SOAP COMPANY



**Growing thru Giving
Good Service**

**BUYERS OF BONES
FAT, TALLOW &**


RESTAURANT GREASE

842-6000

DETROIT, MICH. 48217

AFD MEMBER


**BAKERS BUY
MORE
GROCERIES**



**THEY
USE**


**CLABBER
GIRL**

**TO MAKE THEIR
BAKING BETTER**



...Exclusively
known as the
baking powder
with the
Balanced
Double Action!

**Perk up
your future.**



Take stock in America.
Buy U.S. Savings Bonds.

KAPLAN'S

Wholesale Food Service

- FROZEN FOODS
- KRAFT PRODUCTS
- CHEESE SPECIALTIES
- PILLSBURY BISCUITS
- BUTTER and OLEO
- EGGS
- SPARE RIBS
- BEEF SIDES and CUTS
- FRESH LOCAL PORK
- LUNCHMEATS & SAUSAGES
- SMOKED HAM and BACON
- SALT PORK
- CHITTERLINGS - HOG MAWS

DAILY DELIVERY

Call us or stop in and pick your own!

2630 Riopelle • Detroit • WO 1-6561
(In the Eastern Market)

RETAILERS WHY FUSS?

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

COUPONS MEAN CASH!

Drop Them Off or Mail To:
Associated Food Dealers
434 W. Eight Mile Rd. Detroit, Mich. 48220

MOVING?

PLEASE NOTIFY US
3 WEEKS IN ADVANCE

To Change or correct your address,
send this form to:

Associated Food Dealers
434 W. 8 Mile Road
Detroit, Michigan 48220

To change or correct your address
ATTACH LABEL HERE
from your latest issue

Name _____
(Please Print)

Company _____
New
Address _____

City _____

State _____ Zip _____



USDA HONORS AFD—The U. S. Department of Agriculture recently honored the Associated Food Dealers and its officers, Louis Vescio, Phil Lauri and Edward Deeb. William Hairston of the USDA, right, is shown presenting the citation to, left to right, Deeb, Lauri and Vescio. The award was for assisting the USDA in its food stamp program.

Three New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food and beverage association and service organization, representing over 2,600 members, wishes to welcome aboard three new supplier members to the association. Their names, addresses and phone numbers are as follows:

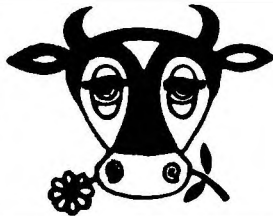
ROTH YOUNG PERSONNEL SERVICE of Detroit, employment agency, 17515 W. Nine Mile Rd., Ste. 1136, Southfield, Mich. 48075; phone 559-3300.

RETZLAFF, LEATHLEY, SCHMOYERS & ASSOCIATES, brokers and manufacturers' representatives, 29501 Greenfield, Ste. 117, Southfield, Mich. 48076; phone 559-6116.

HOUSEHOLD RESEARCH INSTITUTE, wholesale carpet care rental program to consumers through retailers, 1123 Inkster Rd., Inkster, Mich. 48141; phone 278-6070.

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 15 often. In fact, clip it out of *The Food Dealer* and post near your phone.

**BEST'S
KOSHER**



**ALL BEEF
LOWER FAT
SAUSAGE
PRODUCTS**

As Advertised in Weight Watchers Magazine.
Now available to all Retailers
CONTACT

RASKIN FOOD CO.

15391 IDAHO, DETROIT, MICHIGAN 48238

PHONE (313) 865-1566

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

1923 Frederick • Detroit

571-2500

"First We Render. Service"

AFD MEMBER



*these two
outstanding
plans of health
insurance
protection . . .*

*are available to
you as a member
of the
Associated
Food Dealers*

■ INCOME PROTECTION

Provides financial security when you're disabled.

PAYS YOU UP TO \$800.00 A MONTH

when you're sick or hurt and can't work. This is TAX-FREE CASH for you to spend entirely as you wish — for food, clothing, your home or for other living expenses. Monthly "paychecks" can even be used to help pay extra hospital and doctor bills that accompany a serious disability.

Your Income Protection Plan covers you in or out of the hospital, on or off the job. It provides coverage for mental disorders on the same basis as any other sickness, pays lump-sum benefits for the loss of eyesight, hearing or limbs, and provides \$1,000.00 for accidental loss of life.

■ LIFE INSURANCE PROTECTION

Gives your family the future financial security they need.

PROVIDES UP TO \$50,000.00

in life insurance coverage for you plus up to \$3,000.00 for your wife and \$1,500.00 for each child. This plan is the ideal way to supplement your present life insurance estate or, it can serve as a foundation upon which you can build a comprehensive life insurance program.

Both of these fine insurance plans are available to you at low cost. Thanks to the mass purchasing power of the Associated Food Dealers, you can have this protection at a price below what you would pay for the same coverage purchased on an individual basis.

For more complete details on these two outstanding plans of personal insurance protection, fill out the coupon below and mail it today.

INFORMATION CERTIFICATE

INSURANCE GROUP DEPT.
Associated Food Dealers
434 W. Eight Mile Road
Detroit, Michigan 48220

Please rush full details on the insurance plans available to me as an AFD member. I am interested in:

☐ Both Plans. ☐ Income Protection. ☐ Life Insurance.

Name

Address

City

State ZIP

UNDERWRITTEN BY
Mutual of Omaha
The Company that pays

Life Insurance Affiliate: United of Omaha

MUTUAL OF OMAHA INSURANCE COMPANY
HOME OFFICE: OMAHA, NEBRASKA

FILL OUT AND MAIL TODAY

**Advertising in The Food Dealer
Means Communicating with
Your Important Retail Customers!**

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.

Are You On the Team? If Not, Why Not?

For those food and beverage merchants who are not aware, Blue Cross-Blue Shield hospitalization insurance at low GROUP rates is available to all retail members of the Associated Food Dealers. The AFD is the only retail food association in Michigan which offers the comprehensive Blue Cross program.

For those members who are not on our Blue Cross hospital insurance plan, call the AFD office so we can explain how you can participate. Retailers who are not yet members of the Associated Food Dealers, call our office at (313) 542-9550 to join our association (now over 2,300 members strong) and be eligible for our many programs and services.

MEMBERSHIP APPLICATION

Name of Firm

Address

City

Owner's Name

Check One: Retailer ☐ Supplier ☐

Do you wish Blue Cross Coverage?

Yes ☐ No ☐

An Invitation to Join A.F.D.

Through membership in the Associated Food Dealers, you can enjoy wide benefits designed to represent our industry in your community. In addition, such services as Blue Cross and all types of general insurance, coupon redemption program, weekly newsletter, and a wide variety of other services are available. Call and let us tell you about them. Or, clip out the application and mail to:

ASSOCIATED FOOD DEALERS

434 W. Eight Mile Rd.

Detroit, Mich. 48220 — Phone: 542-9550

Merchandising

Acme Food Brokerage, an AFD member, has announced the addition of **Stephen A. Wibberley** to its sales staff. As branch manager for the firm's Toledo O. office, Wibberley will be responsible for all sales and operations for Acme in northwestern Ohio and Fort Wayne, Ind.

* * *

McMahon & McDonald, Inc., has announced the appointment of **Kenneth F. Millard** as account executive of major food chain accounts. Millard was formerly with Paul Inman Associates, and is currently president of the Detroit Food Brokers Assn.

* * *

Retzlaff, Leathley, Schmoyers & Associates, an AFD member, has been appointed broker for a new **Mini Gard Shrill Alarm**, which helps ward off muggers by utilizing sharp loud blasts to attract attention of passersby.

* * *

The Bank Company has been appointed broker for **Progressive Foods of Memphis, Tenn.**, packer of

Cheryl Lyn's pies for the food service trade.

* * *

The Stroh Brewery Company has named **Charles J. Korpall** general manager of the Detroit city sales division, according to an announcement by **Lester M. Freidinger**, executive vice-president of the brewery. Korpall has been with Stroh's since 1955. The firm also promoted **Patrick J. Fox** to field sales manager. Fox is a 17-year veteran of the company.

* * *

Faygo Beverages, Inc., an AFD member, is kicking off its biggest-ever flight of radio commercials. **Morton Feigenson**, Faygo president, said it is part of the largest advertising and promotion budget in the company's history.

* * *

Marks & Goergens, Inc., an AFD member, has promoted **Larry Danna** to the post of vice-president of marketing, and **James Hutton** to the position of vice-president of sales. Also, the firm announced the addition of **John F. Clark** to its Detroit grocery sales staff, and **John B. Pearson** as Manager of M&G's Toledo office.

* * *

May 17-24 are this year's date for the annual **Michigan Week** promotion. This year's theme: "Michigan — Pioneer in Progress."

The Test Of Time . . .

92 Years
Of
Successful
Service



To Slaughter Houses, Wholesale &
Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

Darling & Company

3350 Greenfield Road
WA 8-7400
Melvindale, Michigan

P. O. Box 329
Main Post Office
Dearborn, Michigan

AFD MEMBER

NEW TIP TOP



...unbleached flour—
no preservatives!

THE NATURAL BREAD!

TIP TOP DIVISION
OF WARD FOODS, INC.

3600 Toledo Ave. • Detroit

Phone 825-6470

TAX TOPICS

Business Expenses, Retirement Plan Changes

By MOE R. MILLER
Accountant and Tax Attorney

The per diem travel allowance has been increased from \$36 to \$44. If an employer reimburses an employee for travel expenses of up to \$44 per day, or provides a per diem allowance of up to \$44, the employee is generally considered to have "substantiated" his expenses.

Auto mileage allowance increases

New mileage allowance rates reflect the higher cost of gasoline and other expenses of operating an automobile. Effective for 1974 and later years, the travel allowance is 15 cents per mile (up from 12 cents) for the first 15,000 miles of automobile business travel. For business travel in excess of 15,000 miles, the allowance is raised from 9 cents to 10 cents per mile.



MILLER

Deductible moving expenses rates increase

The rate for deductible moving expenses is increased from 6 cents to 7 cents a mile and is applicable to moving expenses deducted on your tax return.

Forfeiture of interest on premature withdrawal

If you prematurely withdraw funds from certain savings accounts, you may forfeit interest. Under a Treasury ruling, you were required to report the full amount of interest credited to your account and claim the forfeited amount of interest as an itemized deduction. If you claimed the standard deduction, you would not claim a deduction for the forfeited amount. Under a new law, you may deduct the forfeited interest from your interest income even if you claim the standard deduction. The new rule covers taxable years beginning after 1972.

Tax retirement plans for self-employed

The 1974 Pension Reform Act made the important changes for the self-employed who have HR-10 (Keogh) plans:

1 — **LARGER DEDUCTIONS.** You may be able to set aside larger deductible contributions to a self-employed retirement plan. Under the new law, you may deduct up to \$7,500 or 15% of self-employment income, whichever is less.

2 — **POSSIBLE CAPITAL GAIN TREATMENT.** For the first time, the law affords equal tax treatment of lump-sum distributions for self-employed and employees. Beginning in 1974, self-employed are eligible for capital gain participation in the plan. Distribu-

tions attributed to post-1973 service may be taxed under a 10-year averaging method.

3 — **MINIMUM DEDUCTION.** If you earn from \$750 to \$5,000 in a taxable year, you may deduct up to \$750, even though this exceeds 15% of earned income. If you earn less than \$750, you may deduct contributions up to 100% of your earned income.

How to take the deduction

For plan years beginning September 2, 1974, whether you are on a cash or accrual basis, contributions may be made at any time up to the due date of your return, including any extension of time.

Plan years before September 3, 1974, such as calendar year 1974. If you are on the accrual basis, the contribution may be made up to the date for filing your return, including extensions. If you are on the cash basis, your contribution must be paid by the last day of the taxable year.

Types of plans

A self-employment plan is generally set up as a trust or a custodial account. Under prior law, the trustee for a plan benefitting self-employed persons had to be a bank. Under the Pension Reform Act, a person other than a bank may act as trustee, provided that he satisfies the Treasury that the trust assets will be held in a manner consistent with the general requirements for tax qualification. A similar rule also applies to a custodial account. A person other than a bank may be custodian. Further, an annuity contract may be treated as a trust provided that it meets the same requirements which apply to a custodial account.

Travel costs deduction for charitable purposes

The rate for travel for charitable purposes is increased from 6 cent to 7 cent a mile. The rate may be used in computing your deduction on your tax return.

Deductible state gasoline and sales taxes.

Effective 9/1/74, gasoline tax remains at 9 cent per gallon.

Mileage allowance for medical travel

The rate for travel for medical purposes is increased from 6 cent to 7 cent per mile. The rate may be used in computing your deduction on your tax return.

Self-employment tax base raised for 1975

The self-employment income (and wage base) for Social Security taxes will be \$14,000 in 1975, up from 13,200 for 1974. The rate for self-employment individuals remains at 7.9%. In estimating your 1975 tax declaration as a self-employed person, consider this increase if your self-employed income comes within the new base. If your net self-employment income is \$14,100 or more, you will pay a self-employment tax of \$1,113.90 in 1975.

Support These AFD Supplier Members

ACCOUNTING, INSURANCE

Approved Inventory Specialists Co.	571-7155
Brink, Earl B. (Insurance)	358-4000
Ward S. Campbell, Inc.	(616) 531-9160
Gohs Inventory Service	353-5033
Mid-America Associates	585-7900
Reed, Roberts Associates	559-5480
RGIS Inventory Specialists	778-3530
Washington Inventory Service	557-1272

BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	522-1100
Farm Crest Bakeries	875-6545
Grennan Cook Book Cakes	259-1310
Grocers Baking Co. (Oven-Fresh)	537-2747
Independent Biscuit Company	584-1110
Koeppinger's Bakery, Inc.	564-5737
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Taystee Bread	896-3400
Tip Top Bread	554-1490
Wonder Bread	963-2330

BEVERAGES

Anheuser-Busch, Inc.	642-5888
Arrow Liquor Company	271-3100
Brucks Sun-Glo Pop	(616) 396-2371
Calvert Distillers Co.	354-6640
Canada Dry Corporation	868-5007
Carling Brewing Company	358-2252
Cask Wines	849-0220
Central Distributors of Beer	261-6710
City Beverage Company	(1) 373-0111
Coca-Cola Bottling Company	898-1900
Four Roses Distillers Co.	354-6330
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
Kozak Distributors, Inc.	871-8066
Leone & Son Wine Company	871-5200
L & L Wine Company	491-2828
Mavis Beverages	341-6500
Miller Brewing Company	465-2866
Mohawk Liqueur Corp.	962-4545
National Brewing Company (Altes)	921-0440
O'Donnell Importing Company	386-7600
Pabst Brewing Company	871-8066
Pepsi-Cola Bottling Company	366-5040
Schenley Affiliated Brands	533-0240
Scheppler Associates	647-4611
Schiffelin & Company	646-2729
Jos. Schlitz Brewing Co.	522-1568
Seagram Distillers Co.	354-5350
Seven-Up Bottling Company	537-7100
St. Julian Wine Company	961-5900
Stroh Brewery Company	961-5840
Squirt-Detroit Bottling Company	398-8300
Universal Wine & Liquor Co.	259-3610
H. J. Van Hollenbeck Distributors	293-8120
Vernor's RC Cola	833-8500
Viviano Wine Importers	883-1600
Hiram Walker, Inc.	823-1520
Wayne Distributing Company	274-3100
Vic Wertz Distributing Company	293-8282

BROKERS, REPRESENTATIVES

Acme Detroit Food Brokerage	968-0300
Allstate Sales-Marketing, Inc.	535-2070
R. F. Brown Sea Food Company	(517) 484-5428
Continental Food Brokerage	255-5880
Derthick & Associates	352-4074
Embassy Distributing	352-4243
Mid-America Food Brokers	342-4080
W. H. Edgar & Son, Inc.	964-0008
Maurice Elkin & Son	353-8877
Fin Brokerage Company	352-8061
Earl English Associates	546-5100
Harold M. Lincoln Co.	255-3700
John Huettnerman & Son	774-9700
Paul Inman Associates, Inc.	626-8300
Interstate Marketing Corporation	341-5905
Paul Kaye Associates	354-2070
George Keil Associates	273-4400
Harry E. Mayers Associates	352-8228
McMahon & McDonald	477-7182
Marks & Goergens, Inc.	354-1600
Merit Sales Corporation	835-5970
New Port Food Co. (imported meats)	561-2200
Gene Nielsen and Assoc. (Institutional)	646-3074
Norland Food Brokers	342-4330
Peterson & Vaughan, Inc.	838-3800
The Pfeister Company	355-3400
Retzlaff, Leathley, Schmoysers Assoc.	559-6116
Sahakian & Salm	962-3533
Sosin Sales Company	963-8585
Stark & Company	358-3800
Stilles-DeCrick Company	884-4100
James K. Tamakian Company	424-8500
United Brokerage Co.	477-1800
Mort Weisman Associates	557-1350

DAIRY PRODUCTS

The Borden Company	583-9191
Detroit City Dairy, Inc.	868-5511
Detroit Pure Milk (Farm Maid)	837-6000
Grocer's Dairy Company	(616) 254-2104
Gunn Dairies Company	885-7500
Don Johnstone, Inc.	646-5398
Land O'Lakes Creameries	834-1400
McDonald Dairy Company	(313) 232-9193
Melody Dairy Company	557-3800
Ny-Best Distributors	(616) 694-6354
Sani-Seal Dairies	(517) 892-4581
Louis Sarver & Company-Milk-O-Mat	864-0550
Chas. H. Shaffer Distributor	(616) 694-2997
Sheffer's Luscious Cheese	(616) 673-2639
Stroh's Ice Cream	961-5840
Twin Pine Farm Dairy	584-7900
United Dairies, Inc.	584-7900
Vroman Foods, Inc.	(419) 479-2261
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Sons Dairy	895-6000

COUPON REDEMPTION CENTER

Associated Food Dealers	(313) 542-9550
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DELICATESSEN

Detroit City Dairy, Inc.	868-5511
Home Style Foods Company	874-3250
Dudek Deli Foods (Quaker)	891-5226
Specialty Foods Company	893-5594

EGGS AND POULTRY

City Poultry Company	894-3000
Eastern Poultry Company	875-4040
Linwood Egg Company	345-8225
McCully Egg Company	455-4480
Orleans Poultry Company	833-1847
Water Wonderland Egg Corporation	789-8700

EMPLOYMENT AGENCIES

Roth Young Personnel	559-3300
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FISH AND SEAFOOD

Al Duell Trout Farm	784-5427
Hamilton Fish Company	963-7855
United Fish Distributors	962-6355

FRESH PRODUCE

Andrews Bros. of Detroit	841-7400
Cusumano Bros. Produce Company	921-3430
Jarson & Ramboff, Inc.	841-1535
North Star Produce	463-3484

ICE PRODUCTS

Detroit City Ice	921-3003
PanCo, Inc.	531-6617

INSECT CONTROL

Rose Exterminating Company	834-9300
Vogel-Ritt Pest Control	834-6900

MANUFACTURERS

Del Monte Foods	564-6977
Diamond Crystal Salt Company	399-7373
General Mills, Inc.	354-6140
Kraft Foods	964-5300
Mario's Food Products	923-3606
Morton Salt Company	843-6173
Prince Macaroni of Michigan	372-9100
Ralston Purina Company	477-5805
Red Pelican Food Products, Inc.	921-2500
Roman Cleanser Company	891-0700
Rosenthal Cleans-Quick Corp.	261-2100
Schmidt Noodle Company	921-2053
Shedd-Bartush Foods, Inc.	868-5810
Velvet Food Products	937-0600

MEAT PRODUCTS, PACKERS

Ed Barnes Provisions	963-7337
Broome Sausage Company	922-9627
Clover Meat Company	833-9050
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
Guzzardo Wholesale Meats, Inc.	321-1703
Hartig Meats	832-2080
Herrud & Company	(616) 456-7235
Hygrade Food Products Corp.	464-2400
Kirby Packing Company	831-1350
Kowalski Sausage Company, Inc.	873-8200
L-K-L Packing Company	833-1590
Marks Quality Meats	963-9663
Oak Packing Company	961-2160
Pest Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Company	368-3310
Peter Eckrich & Sons, Inc.	531-4466
Peters Sausage Company	271-8400
Popp's Packing Company	365-8020
Primeat Packing Company	237-0087
Regal Packing Company	875-6777
Ruoff, Eugene Company	963-2430
Van Dyke Steak Company	875-0766
Weeks & Sons (Richmond)	727-2525

Winter Sausage Manufacturers	777-9080
Wolverine Packing Company	965-0153

MEDIA

The Daily Tribune, Royal Oak	541-3000
Detroit Free Press	222-6400
The Detroit News	222-2000
The Macomb Daily	463-1501
The Oakland Press	332-8181
Port Huron Times Herald	(1) 985-7171
WJBK-TV	557-9000
WWJ AM-FM-TV	222-2588

NON-FOOD DISTRIBUTORS

Arkin Distributing Company	349-9300
Camden Basket Company, Inc.	(517) 368-5211
Continental Paper & Supply Company	894-6300
Hartz Mountain Pet Products	349-9300-682-7588
Household Products, Inc.	682-1400
Household Research Institute	278-6070
Items Galore, Inc.	939-7910
Kathawa Imports	894-8288
Ludington News Company	925-7600
Rust Craft Greeting Cards	534-4464

OFFICE SUPPLIES, EQUIPMENT

City Office Supplies, Inc.	885-5402
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POTATO CHIPS AND NUTS

Better Made Potato Chips	925-4774
Duchene (New Ira Chips)	893-4393
Frito-Lay, Inc.	271-3000
Kar Nut Products Company	541-4180
Krun-Chee Potato Chips	341-1010
Superior Potato Chips	834-0800
Tom's Toasted Products	562-6660

PROMOTION

Action Adv. Dist. & Mailing Company	964-4600
Bowlus Display Company (signs)	278-6288
Green Giant Graphics	864-7900
Sperry & Hutchinson Company	474-3124
Stanley's Adv. & Distributing Company	961-7177
Steve Advertising Company	965-5865
Top Value Enterprises	352-9550

REAL ESTATE

Casey Associates, Inc.	357-3210
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RENDERERS

Darling & Company	928-7400
Detroit Rendering Company	571-2500
Wayne Soap Company	842-6002

SERVICES

Akers Refrigeration	557-3262
Atlantic Saw Service Company	965-1295
Detroit Warehouse Company	491-1500
Gulliver's Travel Agency	963-3261
Identiseal of Detroit	526-9800
Keene Pittsburgh-Erie Saw	835-0913

SPICES AND EXTRACTS

Frank Foods, Inc.	833-8500
Rafal Spice Company	962-6473

STORE SUPPLIES AND EQUIPMENT

Almor Corporation	539-0650
Belmont Paper & Bag Co.	491-6550
Butcher & Packer Supply Company	961-1250
Double Check Distributing Company	352-8228
Droshine Manufacturing Co.	852-1880
Hussmann Refrigeration, Inc.	398-3232
Globe Slicing Company (Biro)	545-1855
Great Lakes Cash Register, Inc.	383-3523
Hobart Manufacturing Company	542-9338
Leprie Paper & Twine Company	921-2834
Liberty Paper & Bag Company	921-3400
Master Butcher Supply Company	961-5656
Merchants Cash Register Co.	531-3808
Midwest Refrigeration Company	566-6341
Multi Refrigeration Inc.	399-3100
National Cash Register Company	871-2000
National Market Eqpt. Co.	545-0900
Pappas Cutlery & Grinding	965-3872
Square Deal Heating & Cooling	921-2345

TOBACCO DISTRIBUTORS

Fontana Brothers, Inc.	897-4000
Philip Morris USA	557-4838

WAREHOUSES

Detroit Warehouse Company	491-1500
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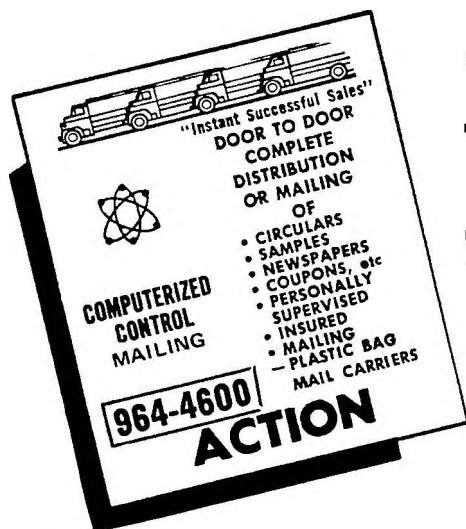
WHOLESALE, FOOD DISTRIBUTORS

Central Grocery Company	235-0605
Continental Paper & Supply Company	894-6300
Grosse Pointe Quality Foods	871-4000
Kaplan's Wholesale Food Service	961-6561
M & B Distributing Co.	(1) 239-7689
Nor Les Sales, Inc.	674-4101
Raskin Food Company	865-1566
The Relish Shop	925-5979
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	(517) 823-8421
United Wholesale Grocery Co.	(616) 534-5438
Viking Food Stores	(616) 722-3151
Abner A. Wolf, Inc.	584-0600



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