

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

JULY/AUGUST, 1975

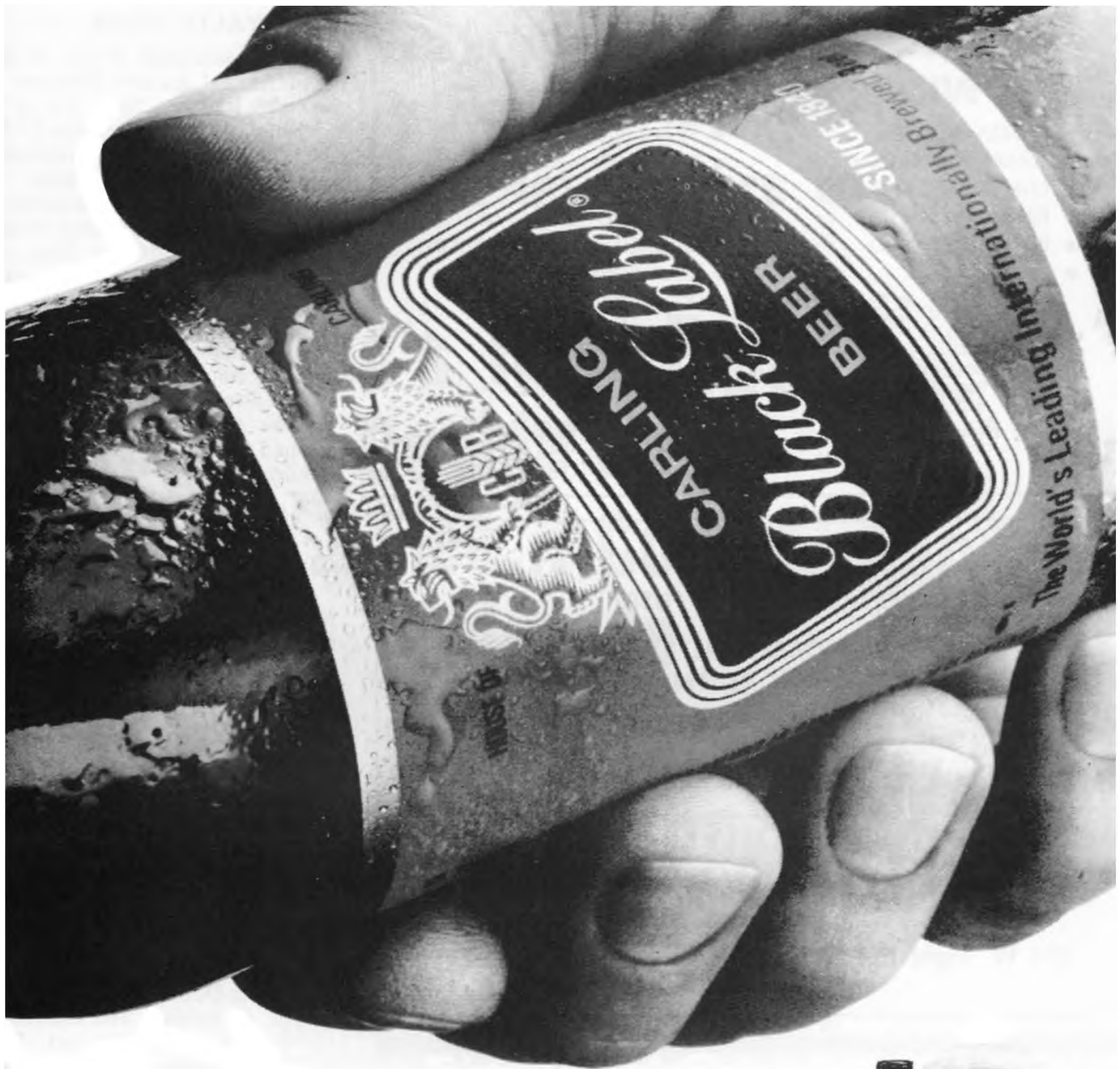


Clowning Around

Although the trio above are shown clowning around on the golf course, the cause was more serious — to help the AFD fight crime — at the AFD Task Force on Crime Golf Outing held recently. Richard Higgins, left, and outing chairman Jack Grifo, are shown chiding Ed Gulick of Kowalski Sausage Co.

Story and photos, Pages 14 and 15

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THE FOOD DEALER

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EDWARD DEEB, *Editor*

JUDITH MacNICOL, *Office Secretary*

PAULINE KISSICK, *Insurance Secretary*

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INTERSTATE MARKETING CORPORATION of Detroit was recently honored as Broker of the Year by Durkee Famous Foods in recognition of its contribution, achievements and service to Durkee. John H. Lathe, Jr., above center, vice-president of SCM's Glidden-Durkee division, presents the award to Interstate vice-president James Jackson, left, and president Thomas H. Kelley.

The Eleven Commandments of Check Cashing

By R. J. Colasanti

I shall, in the process of cashing checks, utilize all the common sense God gave me because my efficiency and competency is determined by it.

I shall first examine carefully all checks before deciding to accept them.

I shall make two telephone calls before accepting payroll check from a stranger. First, to the issuing company; second, to the drawee bank. In that order.

I shall always be cognizant of the fact that the

money I give in exchange for checks is also mine as well as my employer's, because it's the same money he pays me with. I shall treat it with utmost care.

I shall always realize that whatever money I give away for checks, is money derived from previous sales . . . and that I am entrusted with the duty of protecting that money.

I shall cooperate fully with law enforcement in all cases related to checks.

I shall use diplomacy and tact when discussing any given situation with a customer on checks.

I shall always require positive identification, address and telephone number on every check before deciding to honor it.

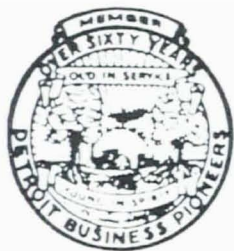
I shall instruct all subordinate help in the proper methods of handling checks as prescribed by the company I represent.

I shall not honor a check, that to my judgment, is a risk to take.

I shall continually strive to improve my check cashing practice and attempt to reduce my losses appreciably.

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SEVERAL MEMBERS of the AFD Task Force on Crime were in attendance at the golf outing to help raise funds to fight crime. Pictured above, from left to right, are Sharkey George of Melody Distributing Co.; Robert Holmes, Jr., Teamsters Union; Edward Deeb, AFD executive Director; Jack Grifo, Superior Potato Chips and Task Force chairman; Izzy Malin, Belmont Paper Co.; and Michael George, Melody Dairy Co. (See story and more pictures, Pages 14-15.)

Home for Sale

In beautiful Twyckingham in Southfield between 11 and 12 Mile Roads and Lahser and Bell Roads. Large Five Bedroom and Five Bathroom home on magnificently landscaped lot. Circular Drive, Patio, 2½ car attached garage. First floor of home has extra large Family Room with Natural Fireplace, Living Room, Separate Dining Room, Breakfast Room and beautifully equipped Kitchen. Also, Guest Powder Room, Den with adjoining Full Bath. Upstairs has Large Master Bedroom Suite with separate Private Bath and additional Wash Basin in Vanity. Four additional large Bedrooms and two Bathrooms with twin Vanity Wash Basins.

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Memo from Faygo

BY MORTON FEIGENSON
president



Joe Acho, a Chaldean now in his mid-seventies, and his four sons: Ray, Ed, Pete and Jerry; together, own and operate two stores—the J. A. Market at 7403 Vernor in inner-city Detroit and the Polly Market at Whitmore Lake, a resort area 40 miles outside Detroit.

"Faygo's big with us and without question our most profitable soft drink line," said Ed Acho, second eldest of the sons and an AFD vice president.

"Coke and Pepsi are big with us too," he said, "but no way can we reconcile our costs with their contention that their 17-18 percent margins work out just as profitably as do 30 percent warehouse margins because of the in-store services their route people provide."

Said Acho:

"We know our costs. They're 8 percent for getting product off our warehouse trucks and moving it through our cash registers. And, okay, we'll grant that Coke and Pepsi route people do save us maybe 5 percent by putting their own product on the shelf."

"But we've already lost at least 3 percent back to them by having to monitor each and every one of their separate deliveries, by having to handle their separate billings and too often, like with Seven Up, Dr. Pepper and Squirt, by having to pay them separately in cash."

"These vendors," said Ed Acho, **"think we can work on the same margins with their products that we work on with sugar, flour and soap. They just don't understand the grocery business. We do and as far as we're concerned margins on store-door pop are absurdly low."**



ED ACHO, AFD VICE PRESIDENT AND OPERATOR WITH HIS FATHER AND BROTHERS OF THE J. A. MARKET IN DETROIT AND POLLY MARKET AT WHITMORE LAKE.

The Acho name has been carved into the roster of outstanding Detroit grocers longer than half-a-century, ever since Joe, an immigrant from Iraq, opened his first store on the city's near westside.

He began bringing his sons into the business when they were in the fourth grade.

"We didn't like some of the chores we had to do," Ed Acho recalled. "So, after graduating from high school all of us thought we'd rather be anything but grocers for the rest of our lives."

"Pete tried engineering. Ray tried real estate and insurance. All of us tried something else. But we all came back and I've since come to believe that the grocery business is inextricably in every Chaldean's blood."

Who runs the family business today—the father or the sons? Ed Acho supplied this answer:

"We hold regular family meetings. All of us say what we think. Then we vote. At our last meeting my brothers and I voted unanimously for something. Only Dad voted against it. If you know anything about Chaldean family custom, you also know it was his vote which constituted the majority."



EDWARD DEEB

OFF THE DEEB END

The Machinators

Webster's Seventh New Collegiate Dictionary defines "machinate" (pronounced mash-in-ate) as follows: "to plot or plan a scheme to bring about harm; a crafty action or artful design intended to accomplish some evil end."

A "machinator," then, is a plotter or schemer of an action to bring about harm or accomplish an unethical or evil end.

The political theory of machination is attributed to Machiavelli in his essay called *The Prince* centuries ago, involves the principles of conduct characterized by cunning, duplicity or bad faith.

Machiavelli held that politics is amoral and that any means however unscrupulous can justifiably be used in achieving an end, or political power.

Thank goodness the majority of persons in our society are decent, kind, considerate, ethical people. Where the do-gooder attempts to bring about justice and fair play, the evil-doer tends to ruin or destroy something already proven to be good or worthwhile.

Machinators can be found most anywhere . . . in schools, social clubs, families, neighborhood clubs, service clubs, labor unions and business organizations. They may even exist in your place of employment. Sometimes, they go it alone, choosing not to be formally involved.

The point is that the machinators do exist and rather than work for a common goal for the mutual interest of an institution or company, they tend to divide and disunite an organization, with the ultimate goal of instilling harm.

Managers of corporations and retail establishments must keep watch over the machinators who may be injuring the company's work performance and efficiency. Too much machinating may mean loss of sales and profits, and may ultimately destroy a business.

Good management and regular communication with all employees, or volunteer committeemen if a service club, can reduce or eliminate chances for the evil-doing machinators to be successful.

Are you aware of any machinators at your place? Look around.



Around the Town

Paul Kaye Associates, Inc., an AFD member, has announced its relocation to new and larger quarters. The new address is 32969 Hamilton Ct., Suite 100, Farmington Hills, Mich. 48024; the new phone is 478-5010.

* * *

WWJ AM-FM-TV, an AFD member, has appointed Peter A. Kizer general manager of its stations, according to an announcement by Don F. DeGroot, vice-president, broadcast division, The Evening News Association, which owns and operates the stations.

* * *

Frederick G. H. Meijer, president of Meijer, Inc., Grand Rapids, was recently elected a director of the Michigan National Bank.

Congratulations to AFD director Gene Matti, of Town Square Market, Dearborn Heights, on his recent marriage. His wife Catherine is from St. Clair Shores. We wish them much marital bliss.

* * *

Judge George N. Bashara, Jr. of the Michigan Court of Appeals, and son of AFD Legal Counsel, the senior Mr. Bashara, was elected to the executive committee of the National Appellate Judges' Conference, at a recent meeting of the American Bar Association.


* * *

Peter W. Stroh, president of Stroh Brewery Company, an AFD member, was recently elected to the board of directors of Detroit Renaissance, the group which supports commercial and residential development of downtown Detroit.

* * *

Henry Dorfman, president and chairman of Frederick and Herrud, Inc., an AFD member, was recently

(Continued on Page 17)



**"Sun-glo
pop
is the
favorite
drink
at our home"**

Al Kaline

SUN-GLO pop comes in quarts and cans
with lots of flavors to choose from
and we think
SUN-GLO's good.

THE PRESIDENT'S CORNER***Checker Error Still Looms As Problem***

By LOUIS VESCIO

Price guessing is a very serious and fairly common checker error. In basic skills series published recently by NARGUS on "Reducing Checker Errors," the point is made that price guessing results from three kinds of improper price marking: (1) price marks that are illegible, (2) price marks that are missing, and (3) price marks showing the wrong price.

When a checker guesses at a price, she will guess in favor of the customer almost 90 percent of the time, according to the booklet. That is, she will guess, on the average, in favor of the customer about nine times out of ten. Some checkers, when they are not sure of a price, will ask another checker of even the customer.



VESCIO

But if one checker does not know the price, it is just as likely that the checker at the next register will not know the price either. Asking a customer about a missing or illegible price, is as bad practice, the booklet says, for several reasons.

First, the customer isn't likely to know the price.

Secondly, the customer may give a price that the checker will strongly suspect as being incorrect, and then the checker is put into a position of having to check on the customer — a poor public relations tactic.

Thirdly, some customers may give a price they know is wrong, encouraging a checker to ring up a lower price.

Many supermarkets use one of two procedures for determining correct prices when checkers are faced with a price-marking problem.

In one instance, a checker calls a supervisor who, in turn, finds the correct price. The checker continues to ring items in the customer's order while the correct price is being found.

The other, the checker sends another store employee, as a bagger, to the shelf where the item is stocked to find the correct price. Again, the checker sets the item in question aside and continues to ring the customer's order.

One thing the checkers should not do when they are not sure of a price is leave their checkstand. There are few, if any, stores with such a planned procedure. The practices can often lead to other checker errors.

The mainpoint is to be sure you (management) are dealing with checker errors properly and assure all personnel are trained to handle the situation when problems occur.

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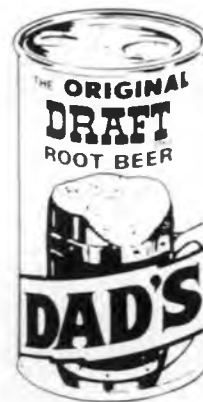
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Make Fire Rounds A Daily 'Must'

A store or company manager or owner should remember these words: No safety program is adequate without special emphasis on fire prevention.

In a general evaluation of his fire safety program, the store owner or manager should ask himself:

Are fire extinguishers adequate? Are they properly filled, properly placed on walls, unblocked and easily accessible? Periodically checked by qualified servicemen?

Do all employees know the types, and limitations of fire extinguishers? Extinguishers have specific uses, many should not be used for electrical fires!

Do all employees know what to do if fire should start?

Is the store thoroughly checked for fire hazards and security before lock-up for the night? Does this check include smoking areas?

Are there sufficient No Smoking signs?

Are there "What To Do If Fire Starts" signs, posted in conspicuous spots in the store? (These are available from city Fire Departments.)

It would be wise for the store manager to delegate to one conscientious employee the responsibility of acting as "fire inspector." As such, this person should be provided with a printed checklist to which he should refer daily in making his "fire safety rounds."

FIRE PREVENTION CHECK LIST

1—Are (1) backroom, (2) basement, (3) alley and (4) parking lot free of rubbish and trash?

2—Are merchandise and combustible material kept at least 48 inches from (1) stoves, (2) furnaces, (3) un-insulated hot water heaters, and (4) from the front of ceiling gas heaters?

3—Are merchandise and combustible material kept a safe distance from (1) smoke pipes, (2) flu openings, (3) gas heaters and (4) from light bulbs?

4—Is the burning of trash on the premises safely handled?

5—Are ashes and floor sweepings stored in covered metal containers?

6—Are refrigeration (1) platform and (2) machinery free of merchandise and other objects?

7—Is refrigeration machinery on fire-proof base?

8—Is sand bucket free of trash and debris?

9—Is there a (1) soda-acid fire extinguisher and (2) properly filled?

10—Are fuse boxes (1) equipped with proper size

fuses, (2) fustats (3) circuit breakers?

11—Is the wire size indicated on the fuse box?

12—Are extension cords (1) in good condition, (2) properly installed?

13—Are exposed electric wires in safe condition?

14—Are electric sealing irons provided with asbestos - lined holders?

15—Are gas and electric heating units set on metal set on metal or asbestos bases?

16—Are smoke pipes and vents (1) in good condition and (2) fitted properly in flues?

17—Is sand filled, yellow, metal container provided for extinguishing cigarette and cigar stumps?

18—Have conditions previously reported on fire hazards been corrected?

Remember, make fire rounds a daily "must." There is no safety like good housekeeping.

(Post on Bulletin Board)

Merchandising

Kenneth Garry has been appointed route sales supervisor in the Detroit office of **Peter Eckrich and Sons, Inc.**, an AFD member. Garry, with the firm 10 years, will be responsible for route supervision in the Detroit area.

* * *

Thomas H. Sculphorpe, sales promotion manager of **The Stroh Brewery Company**, an AFD member, has been named the "Sales Promotion Man of the Year" by the Detroit chapter of the Sales Promotion Executives Association.

* * *

Dan Varon has been appointed to the sales staff of **The Pfeister Company**, an AFD member. Varon was previously associated with the Drackett division of Bristol-Meyers Company.

* * *

"Cheaper by the dozen — a \$1 rebate cheaper" is the pitch **Faygo Beverages, Inc.**, an AFD member, is making in nine states to maintain sales of the firm's soft drinks in quart bottles. The offer expires Jan. 2, 1976, according to **Sara Tozer**, advertising director.

* * *

Koeplinger's Bakery, Inc., an AFD member, has appointed **The Pfeister Company** as its exclusive marketing representative, according to an announcement by **Ray Koeplinger**, vice-president and general manager of the baking company. The move represents a new marketing philosophy to help bolster the firm's sales and expansion.

SOFT DRINKS AND MIXERS



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

Squirtfruit

GRAPEFRUIT fresh off the tree.

HIRES — the honest root beer, famous since 1876.

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

UPTOWN — lemon lime at its best.

SQUIRT-DETROIT

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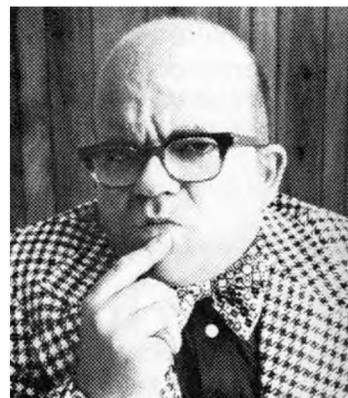
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**If you're
so rich,
why
aren't you
smart?**



So you're making a good salary. But you're not saving any of it. Instead, you want to go after the "big deal" that's going to make you a cool million. Maybe.

What happens if your big scheme goes sour? You've still got to get through the future. And, let's face it. Nobody can afford to take tomorrow for granted.

So maybe you'd better join the Payroll Savings Plan now. Just sign up at work. An amount you specify will be set aside from your paycheck and used to buy U.S. Savings Bonds.

That way, you can still afford to take a few financial risks, if that's your bag. But you'll always have a solid cash reserve to fall back on. And that's being smart.

Now E Bonds pay 6% interest when held to maturity of 5 years. 4 1/2% the first year. Bonds are replaced if lost, stolen or destroyed. When needed, they can be cashed at your bank. Interest is not subject to state or local income taxes, and federal tax may be deferred until redemption.



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stock
in America.**

Join the Payroll Savings Plan.

DISABILITY INCOME PROTECTION...

It can work for you, when you're unable to work!

That's right. Disability Income Protection has helped protect thousands of people from financial loss when a covered sickness or accident kept them from working. It can help you, too!

That's why the Associated Food Dealers of Michigan has endorsed Disability Income Protection for its members. Should a covered sickness or accident keep you from working, Disability Income Protection can provide regular benefits (from \$100.00 to \$1,000.00 a month depending on the plan you select and qualify for) to help you make your house payments, pay your grocery bills, the utilities and the other expenses that you and your family face everyday. As you can see, the benefits are paid directly to you, to spend any way you choose.

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Associated Food Dealers

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AFD Golf Outing Aids Crime Task Force

The Associated Food Dealers Golf Outing held recently at Meadowbrook Country Club, helped the association's Task Force on Crime raise some \$2,500 to help fight crime. The outing featured the Sharkey George Invitational Tournament, and was jointly chaired by Jack Grifo of Superior Potato Chips, Sharkey George of Melody Dairy Company, and Carl Leonhard of the Detroit News. Over 115 persons golfed with 155 attending the dinner. Over 85 prizes were given out at the dinner.

The AFD thanks all companies and individuals for helping to make the outing a success of attending the event. We are also grateful to those firms who donated the generous prizes which were given out.

Thanks also go out to the prize committee who coordinated the effort. They include: Robert Lannen, The Pfeister Co., brokers; Alex Keurejian, Stroh Brewery Co., beverages; Mike Simon, Home Juice Co., soft drinks; William Coughlin, Ward Foods, bakeries; William Swanson, Borden Co., dairies; Harry Shallop, Items Galore, non-foods; Iggy Galante, Prince Macaroni, manufacturers; Harry Arkelian, Peter Eckrich & Sons, meat packers; Bud Nicolay, Kar-Nut Products, snack foods; Carl Leonhard, The Detroit News, media; James Kunstel, Abner A. Wolf, Inc., wholesalers; and Joseph Gohs, Gohs Inventory, accounting and inventory.

Companies donating prizes, included: Abner A. Wolf, Inc., Wonder Bread, DANN Newspapers, Anheuser-Busch, American Bakeries, Arkin Distributing Co., Koepplinger Bakery, Mutual of Omaha, Stroh Brewery Co., RGIS Inventory Service, Farm Crest Bakeries, Tip Top Bakeries, Home Juice Co., Canada Dry Corporation, Borden Company, Square Deal Refrigeration, Prince Macaroni of Michigan, Awrey Bakeries, Grosse Pointe Quality Foods, National Brewing Company, Fred Sanders Company, Red Pelican Food Products, Carling Brewing Company, and Roman Cleanser Co.

Others included Wesley's Quaker-Maid Ice Cream, WJBK-TV, The Detroit News, Kar-Nut Products, New Era Potato Chips, Louis Sarver Company, Melody Dairy Company, Kowalski Sausage Company, Superior Potato Chips, Items Galore, Rust Craft Greeting Cards, Hartz Mountain Pet Supplies and Continental Paper & Bag Company.



LAFAYETTE ALLEN, JR. and his golfing party from Allen's AAA Market arrive at Meadowbrook Country Club for the AFD outing.



TEERING OFF at the AFD Golf Outing are, from left, Ed Najor, Najor's Party Shop; Tom Anderson, Randall Company, Sharkey George, Melody Dairy Company; and James Lossia, Walnut Lake Market.



EMIL DePULIS of Detroit Coca-Cola Bottling Company, right, accepts the grand prize golf set he won. Congratulating him is Mike George Melody Dairy Company.



TOURNAMENT prize-winner Fred Falle, left, of Bob Jones, & Company, and Ray Stella, right, of Archway Cookies, are pictured with Jack Grifo and Sharkey George at the dinner following golf.



TOURNAMENT GRAND PRIZE winners were Tom Violante of Holiday Market, left, and John Ellison of Hussmann Refrigeration, right. They are pictured above receiving trophies from chairman Sharkey George of Melody Distributing Company.

**ASSOCIATED FOOD DEALERS
GOLF OUTING
AIDS FIGHT AGAINST CRIME
AT MEADOWBROOK**



IGGY GALANTE of Prince Macaroni of Michigan, right, assists Miss Bernie Garmo draw one of the over 85 prizes given away at the dinner following the golf outing at Meadowbrook Country Club.



THE KOEPLINGER GROUP poses for The Food Dealer photographer before teeing off at the golf outing. From left, are Elmer Rau, Jerry Tietz, president Ray Koeplinger, and Tim Koeplinger.



WAITING THEIR TURN to tee-off are, left to right, Bucky Kelmigian, Jim Lossia, Samir Sarafa, Jerry Yatooma, Haithem Sarafa, George Lossia and Ron Jonna.

The Test Of Time . . .

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Of
Successful
Service



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AFD MEMBER

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Owner's Name _____

Check One: Retailer ☐ Supplier ☐

Do you wish Blue Cross Coverage?

Yes ☐ No ☐

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GUEST EDITORIAL***Television of Reality: Mirror of Life***By **LESLIE K. PEARE**

Ever since its invention, the TV set has brought many closer to reality. In fact, without even knowing it, the viewers are actually watching the reality of their lives from morning to night as the programming progresses.

In the morning (when we were young), we passed through the Kapt. Kangaroo and Romper Room stage of our lives. It was our first awakening to knowledge and to the world beyond our own neighborhoods.

Soon after, we started school and thus entered the quiz show period. Just as on the shows, questions and answers dominated our lives. We played What's My Line with our counselors and even now some of us are still playing the game . . . trying to decide what to do with our lives.

During this time, our parents and counselors watched us closely to see if we would play Let's Make A Deal. Would we trade our chance to acquire a good education for what lies behind the curtain of the outside world? Would we take the consolation prize of making money by working? Or, would we go for the grand prize? The graduating class has chosen the right door and (tonight) we will win that prize—our high school diplomas.

We now pause for a brief commercial before embarking upon the soap operas. Whether we realize it or not, we will soon be just like the characters in those dramas. Some of us will be faced with the same things that confront soap opera characters—children, sickness, marital problems and even (heaven forbid)—facelifts.

The things that we have learned in school can help us face and remedy these situations. Before we know it, however, it will be time for the six o'clock news. From here we can determine whether we will watch the news or be a part of the news.

As we stand (here) today, it is still not too late to change the channel. Some of us will take a more passive involvement and use remote control; some will simply turn the set off; others however, will make the effort and flip the dials themselves.

Many people will be glad they got involved and made an effort. But those who chose not to be a

**MISS PEARE**

part of life — the news — will only watch the old re-runs . . . re-runs of past mistakes, or other people's joys and sorrows.

If we don't have things to do (or rather watch), after the news all we will have left are memories and the thought of that fate which awaits all of us: the silent test pattern that signals the end of another day of televisions.

Today, 1975, we must all strive to live our lives in "living color" and take an involved stand, on whatever the subject . . . lest we be pre-empted by a football game, a soap opera, a political speech or a Geritol commercial.

EDITOR'S NOTE — This issue's Guest Editorial was presented as a commencement address before her graduating class at Fordson High School, Dearborn. Miss Peare was selected from numerous other students to give the address based on creativity and content. She is the daughter of Mr. and Mrs. Gene Peare (he's with Squirt-Detroit Bottling Co.), and is beginning her freshman year this fall at Michigan State University.

Around the Town*(Continued from Page 7)*

named 1975 recipient of the Jewish Theological Seminary of America's National Community Service Award.

* * *

Phil Lauri of Lauri Bros. Market, Detroit, a past president of AFD and current chairman, was recently elected president of the Southeast Detroit chapter of the Exchange Club, a service organization.

* * *

Speaking of service organizations, **Thomas Violante** of Holiday Food Center, Royal Oak, an AFD director, was recently elected president of the Royal Oak Lions Club.

* * *

Congratulations to **Benjamin Bagdade**, former AFD Award Recipient, now with Acme Food Brokerage, on his induction into the Michigan Amateur Sports Hall of Fame in the category speed skating.

TAX TOPICS***What IRS Looks For In Selecting Returns***

By MOE R. MILLER
Accountant and Tax Attorney

After IRS computers make a preliminary selection of returns with a high potential for additional tax, these returns are given a manual screening to identify any apparent audit issues. But even if these returns don't show any specific suspicious issue, the IRS screener is instructed to ask himself the following questions before deciding not to select a return for audit:

- “(a) Is the income sufficient to support the exemptions claims?”
- “(b) Does the refund appear to be out-of-line when considering the gross income exemptions?”
- “(c) Is there a possibility that income may be under-reported?”
- “(d) Could the taxpayer be moonlighting, earning tips, or have other type of income not subject to withholding tax?”
- “(e) Is the taxpayer engaged in the type of business or profession normally considered to be more profitable than reflected by the return?”
- “(f) Is the taxpayer's yield (net profit) on his investment (equity in assets) less than he could have realized by depositing the same amount in a savings account?”
- “(g) Is the standard deduction used with high gross and low net shown on business schedule? Experience has shown that the incidence of fraud is greater on low business returns when the return reflects large receipts (\$100,000 or more), a sizable investment, and the standard deduction is used.”



MILLER

What are your chances of a field audit?

Treasury statistics for '72 - '73 show the following chances of a field audit (as distinguished from an IRS office audit) for returns of various classes of individuals and fiduciaries:

Overall:	1 out of 294
If you are not involved with related taxpayers:	1 out of 367
If your adjusted gross income is between \$10,000 and \$50,000 and you have no business income:	1 out of 438
If your adjusted gross income is over \$30,000 and you have business income:	1 out of 14

Here's the average chance of audit compared to the previous year. These averages are based on totals of all audits and returns. The chances of audit may vary sharply by size of income, nature of taxpayer and even geographical location as shown below.

	Chance of Audit	
All individuals		
1972	1 in 57	
1973	1 in 56	
Corporations		
1972	1 in 14	
1973	1 in 16	
	Individuals	Corporations
Manhattan, N. Y.		
1972	1 out of 37	1 out of 26
1973	1 out of 29	1 out of 35
San Francisco, Calif.		
1972	1 out of 59	1 out of 9
1973	1 out of 52	1 out of 13
New Orleans, La.		
1972	1 out of 52	1 out of 15
1973	1 out of 58	1 out of 16

Appeals to higher levels of IRS pay off. Taxpayers continued to do well in fiscal '73 in settling their cases at the highest level within the IRS itself. Of 18,974 disputes that weren't appealed to the Tax-Court (non-docketed) the Treasury settled deficiencies and penalties for a little over 40% (up sharply from a little over 30% in '72).

As to cases docketed in the Tax Court, the Treasury settled for about 33%, compared to slightly less than 30% in 1972.

The Treasury has changed its long-standing rule that audits must be started within 20 months of the due date of the return (or filing date if later) for individuals and 21 months for corporations, and be completed within 26-27 months after the due date (or filing date, if later).

It has dropped the 20-21 month starting date and merely left the 26-27 month completion deadline.

This lengthens a taxpayer's exposure period somewhat. In the absence of a starting deadline, it isn't clear how close the completion deadline a return examination may now start.

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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
Tastee Bread	896-3400
Tip Top Bread	554-1490
Wonder Bread	963-2330

BEVERAGES

Anheuser-Busch, Inc.	642-5888
Arrow Liquor Company	271-3100
Brooks 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
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	353-0240
Scheppler Associates	647-4611
Schieffelin & 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
H. J. Van Hollenheck 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 Huettman & 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 Nielsens and Assoc. (Institutional)	646-3074
Northland Food Brokers	342-4330
Peterson & Vaughan, Inc.	838-8300
The Pfeister Company	355-3400
Bob Reeves Associates	563-1200
Retzlaff, Leathley, Schmoysers Assoc.	559-6116
Sahakian & Salm	962-5333
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 Lucious 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 Foods Service Co.	894-3000
Eastern Poultry Company	875-4040
Linwood Egg Company	345-8225
McCully Egg Company	455-4480
Napoleon Egg Company	892-5718
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 Deuel Trout Farm	784-5427
Hamilton Fish Company	963-7855
United Fish Distributors	962-6355

FRESH PRODUCE

Cusumano Bros. Produce Company	921-3430
Faro Vitale & Sons	832-0545

ICE PRODUCTS

Detroit City Ice	921-3003
PanCo, Inc.	531-6517

INSECT CONTROL

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

INVENTORY, TAXES

Approved Inventory Specialists Co.	571-7155
Gohs Inventory Service	353-5033
Reed, Roberts Associates	559-5480
RGIS Inventory Specialists	778-3530
Washington Inventory Service	557-1272

INSURANCE, PENSION PLANS

Brink, Earl B., Inc.	358-4000
Ward S. Campbell, Inc.	(616) 531-9160
Mid-America Associates	585-7900
Mutual of Omaha	358-4000

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
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
Peet Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Company	368-3310
Peter Eckrich & Sons, Inc.	531-4466
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) 984-7171
WJBK-TV	557-9000
WWJ AM-11M-TV	222-2588

NON-FOOD DISTRIBUTORS

Arkin Distributing Company	349-9300
Camden Basket Company, Inc.	(517) 368-5211
Cleanway Products, Inc.	341-4363
Continental Paper & Supply Company	894-6300
Hartz Mountain Pet Products	349-9300
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
Society Eataway Pet Products	791-8844

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 Era 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 Advg. Dist. & Mailing Company	964-4600
Bowlus Display Company (signs)	278-6288
Green Giant Graphics	864-7900
Najjar's Distributing Co.	368-7544
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
Hussmann Refrigeration, Inc.	398-3232
Globe Slicing Company (Biro)	545-1855
Great Lakes Cash Register, Inc.	383-3523
Hobart Corporation	542-5938
Lepire 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 Market Eqt. 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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