

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

JUNE, 1975



New Miss Vernor's Unveiled

Miss Vernors, a new name in hydroplane racing, will take to the water in 10 locations across the nation this summer, after debuting in Detroit's recent Gar Wood Memorial Race. Viewing the sleek yellow and green racer are, from left, Jack Love; Len Heilman, president, and Bob Shaffer, general manager, both of Vernors; and boat owner Jerry Kalen.

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

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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.

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**Past Presidents*

THE FOOD DEALER

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

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The prize-winning trio of Bill Cunningham (left to right) of Paul Inman Associates; Dan Poulious, Wolverine Packing Co.; and Alvin Hoppe, also of Inman, pose during a break at the recent Detroit News VIFP Summer Carnival. VIFP stands for "very important food people." Over 250 food industry representatives attended the event at The Raleigh House.

Six 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 six new supplier members to the association. Their names, addresses and phone numbers are as follows:

FARO VITALE & SONS, INC., wholesale produce distributor, 2801 Russell St., Detroit, Mich. 48207; phone (313) 832-0545.

BOB REEVES ASSOCIATES, food brokerage and manufacturers' representative, 1035 Oakwood Blvd., P. O. Box 2593, Dearborn, Mich. 48123; phone (313) 563-1200.

SOCIETY EATAWAY PET FOODS, manufacturer and pet food distributor, 22931 E. 14 Mile Rd., St. Clair Shores, Mich. 48082; phone (313) 791-8844.

NAJJAR'S DISTRIBUTING COMPANY, advertising and handbills distributor, 20486 Fleming - Ste. 305, Detroit, Mich. 48234; phone (313) 368-7544.

NAPOLEON EGG COMPANY, wholesale egg and related dairy products distributor, 20258 John R, Detroit, Mich. 48203; phone (313) 892-5718.

CLEANWAY PRODUCTS, INC., manufacturer and distributor of household cleaning products, 8804 Fenkell Ave., Detroit, Mich. 48238; phone (313) 341-4363.

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.

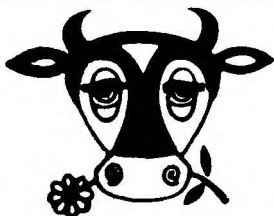
Sausage Names Clarified

Packers of breakfast sausages cannot go overboard in identifying their product, the U. S. Department of Agriculture has ruled. USDA said the standard names "pork sausage," "beef sausage" and "breakfast sausage" cannot be combined on the label. Thus, a label such as "beef breakfast sausage" or "breakfast pork sausage" would be forbidden.

USDA officials said the standard was being clarified because the composition standards for each product differ, and consumers could be misled by the combination label.

Packers will have until Dec. 31, 1976 to deplete stocks of such labels, and to comply fully.

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KOSHER**



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SAUSAGE
PRODUCTS**

As Advertised in Weight Watchers Magazine.
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The News is ahead of Detroit's other paper by 551,571 bulging bags of groceries a week.

In Detroit's all-important 6-county SMSA, where more than half of Michigan's food sales take place, The News delivers 208,468 more households than the Free Press every day. At more than 2.6 bags of groceries a week per household, that's a lot of dollars that could be spent on your product.

No wonder so many smart food marketers use The News.



They know that to talk to people in the Detroit area, they have to advertise to people in the Detroit area. Not in outstate places like Beulah and Carp Lake, 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

On Fair Trade

Have you noticed the chain reaction of the various States to repeal fair trade laws lately?

Fair trade laws were enacted around the country beginning about 40 years ago, and permitted manufacturers to contract with retailers to set a minimum price for certain products and was originally aimed at protecting small businesses from unfair price competition from larger retailers.

Presently in Michigan, a bill to repeal the state's fair trade law has passed both the House and the Senate, and awaits Governor Milliken's signature, and set to take effect early next year.

It should be pointed out that in all of the discussions at the various legislative hearings, all of the conversation centered around "fair trade" and business establishments. But what about government involved in fair trade, and in Michigan this is certainly the case.

I'm talking about the fair trade of liquor in Michigan, since after all, the state does establish prices of liquor, and the price is the same no matter whether you buy it in Detroit, Grand Rapids or Escanaba in the upper peninsula.

What's good for the goose is supposed to be what's good for the gander . . . or if business must comply with a law, what about government?

Do not misunderstand, I am not necessarily advocating free competition of liquor in Michigan.

I am however, questioning what the State of Michigan plans to do now that the fair trade law in this state is about to be repealed.

All need be done is a simple class action law suit against the state when the law becomes effective. It will be interesting to watch what happens.

How do you feel about this subject? Let us know.





HOMERS FOR CHARITY — Ernie Harwell, second from right, announcer for the Detroit Tigers baseball games, learns the details of the "Homers For Charity" promotion being conducted this year by Superior Potato Chips. Pictured with Ernie, from left, Superior's Jack Grifo and Phil Hakim, and Pat Higgins, of Craft, Kennedy & Higgins, the firm's ad agency.



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Complete line of hosiery service to retailers throughout the state. We are here to serve and work together with independent retailers.

Memo from Faygo

BY MORTON FEIGENSON
president



"What makes warehouse pop profit so much better is more than just a matter of warehouse line margins being bigger than store-door line margins," said Jim Sutton.

The vice president and general manager of Sutton's Markets Inc., went on to make these points:

1) "Shopper resistance is strong against today's pricing for Coke and Pepsi in cans. As a consequence, about 90 percent of our stores' total store-door pop movement is in deposit-return bottles."

2) "So the real profit potential boils down to expenses against income. And, for our stores, expenses against income from store-door vended soft drinks are greater than for any other grocery line we handle."

3) "By contrast, warehouse pop is the third best gross profit category in our total profit picture."

"Understandably then," said Sutton, "we choose to promote our Faygo and Elf lines much more heavily than store-door pop because warehouse pop profitability is the kind of profitability we need."



**JIM SUTTON, VICE PRESIDENT AND GENERAL MANAGER,
SUTTON'S MARKETS, INC., FORT WAYNE, INDIANA**

Sutton's Markets, now a four-store enterprise, was founded 35 years ago by Don Sutton and Jim Sutton recalls working in his father's first store as a carry-out boy at the age of 15.

Following high school, Jim entered International Business College in Fort Wayne from where he graduated in 1961. He then worked three years with Food Marketing Corp., the Fort Wayne based wholesaler, before rejoining his father in 1965.

Previously a proprietorship, the family business was incorporated in February this year in a way that brought Jim an interest in all four stores. Though Don Sutton continues very active, Jim, now 34, is obviously heir apparent.

"Our stores emphasize service," said Jim Sutton. "We operate service meat departments, service bakeries, service delicatessens and we're never without packers and carryout boys. We're very price competitive but we strive hardest to maintain our service image."

Sutton's Markets have retailed Faygo since 1969 and Faygo flavors, sugar and sugar-free, now get 20 percent space allocations in its beverage sections.

"Faygo," said Sutton, "along with being a better margin line has also been a better growth line for us than any store-door line we handle."

Sutton continued:

"We're not surprised that Faygo sugar-free flavors outsell both Diet Pepsi and Tab in our stores. I'd say product quality is equal but Faygo definitely has the more realistic diet product pricing posture."

"In our market, for pint bottles, there's only a 20-cent-a-case wholesale price differential between the sugar and sugar-free offerings of the major store-door brands. Faygo's differential is 70 cents.

"Factors may be involved of which I'm not aware. But based on what I do know, I have to go along with those who feel that the store-door vendor pricing posture for diet drinks is one which tends to gouge consumers."

THE PRESIDENT'S CORNER***Cities Need Our Help, We Need Their's***

By LOUIS VESCIO

The news media has been filled with stories concerning the plight of our nation's large cities. Financially, they are having a tough time raising revenues to operate successfully, while businesses and citizens flock to the suburbs.

Let's zero-in on some of the problems involving the inner-city and the stores which operate within. The vast majority of the stores were built prior to the advent of the automobile, and consequently are much smaller in size than the modern day supermarkets.



VESCIO

The stores then catered to the daily needs of the shopper, who walked to the store for her needs. And, at the same time, there were a greater number of the so-called small stores around to service the resident.

These same stores, many of which still operate in the areas today are far smaller than the size of store required to successfully operate in today's society. Thirty years ago, the stores stocked an average of 2,000 items which was adequate for the stores at that time. Today, the average supermarket stocks over 8,000 items consequently needs at least 12,000 square feet and plenty of parking to assure success.

The larger supermarket chains which once successfully operated inner-city markets, today find the going rough. On one hand, many of the residents have moved, and the store traffic and volume have diminished.

On the other hand, problems of crime, internal and external pilferage, store security and cart control have eaten away what little profit remains. This combination of factors have forced many chains to close down their units, rather than operate at a loss.

One encouraging sign is that independent operators are moving into those stores and successfully managing them, because in most instances they are family run, and experience lower operating costs.

Many consumer groups and government officials have been advocating larger food chains to return to the inner-city, where they claim more competition would assure lower average prices, and more stores could better serve the populace.

The cities can help the food merchant by showing a genuine concern for the problems of businessmen, and act to eliminate or reduce the problems.

By increasing police patrols, crimes will decrease, and so will the cost of insurance coverage. This is one type of incentive the cities could begin with. Cities can offer large tracts of land to supermarket operators (independent or chain) so they can build the size store required in today's society. This will also lure some of the moneymen and investors to invest in the cities.

Of course this subject is far too complicated to outline in detail at this time. However, scratching the surface, one can see that there is definite room for cooperation by city governments as well as existing and potential retailers.

Perhaps city officials and our industry at all levels should establish active working committees to sit down eye-ball to eye-ball and establish some goals and priorities.

In so doing, all of us can be working toward the same goal of providing more establishments and services to the larger cities, and the cities can begin thinking about how to make it more inviting and attractive for stores to remain in or locate in their areas.

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A OTO DLACZEGO:

Z bardzo prostych powodów Superior sprawdza jakie produkty ludziom smakują i takie im daje.

Klienci domagają się najlepszej jakości i doskonałego smaku - a Superior im to dostarcza.

Zadowoleni są z nowych "smaków" i praktycznych opakowań.

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Aby dowiedzieć się więcej na temat, w jaki sposób uzyskać dobry dochód - telefonujcie do Superior (313) 834-0800.

If you do not understand the above, phone Jack Grifo at Superior Potato Chips. He'll tell you all about it.



THE SNACK FOOD COMPANY!



**The top line...for your
bottom line**



City of Detroit Agrees To Test Double Parking

Following a meeting of the Associated Food Dealers' Task Force on Crime, five Teamsters Locals, the City of Detroit Department of Transportation and the Detroit Parking Authority, a 30-day test to curb robberies of vendors and burglary of their trucks, began recently on Detroit's east side.

Under the program, vendor trucks will be permitted to double park while deliveries are being made to business places without the risk of being ticketed. The AFD Task Force on Crime said the action is needed because many retail establishments within the designated area have no parking lots or nearby parking facilities.

The area where the program has begun is bounded by Van Dyke, Chene, Warren and East Jefferson. If proven successful, it is hoped the program will be expanded to a citywide basis, according to the Task Force Chairman, Jack Grifo. He said drivers have been asked to cooperate to eliminate possible traffic congestion, by making deliveries in the test area between the hours of 9 a. m. and 3 p. m., when street traffic

generally is considered to be light. Following the test, the AFD and Teamsters will again meet with City officials to determine the result of the test area.

Teamsters Locals represented were Local 98, Brewery and Soft Drink Workers; Local 1038, Beer Truck Drivers and Helpers; Local 285, Laundry and Linen Drivers; Local 51, Bread Drivers, and Local 337, Food Handlers. They are part of the AFD Crime Task Force.

Inman Announces Promotions

Robert A. Godfrey was named vice-president and director of retail operations of Paul Inman Associates-Florida, and elected to the Board of directors of the parent corporation, Paul Inman Associates, Inc., an AFD member.

In addition, William J. Schneider was promoted to vice-president retail sales of the Farmington-based brokerage. J. E. Donald Bauman, director of general merchandise, confectionery and canned goods sales, was elected a vice-president of the Inman company. Making the announcement was Gerald C. Inman, executive vice-president of the brokerage.

Mr. Inman also announced the promotion of William J. Cunningham to direct frozen food sales. Douglas S. Filter was promoted to retail supervisor in Detroit, succeeding Cunningham. Philip Fischioni was promoted to direct sales in the general merchandise department, Detroit office.

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Successful
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Dearborn, Michigan

AFD MEMBER

NEW TIP TOP



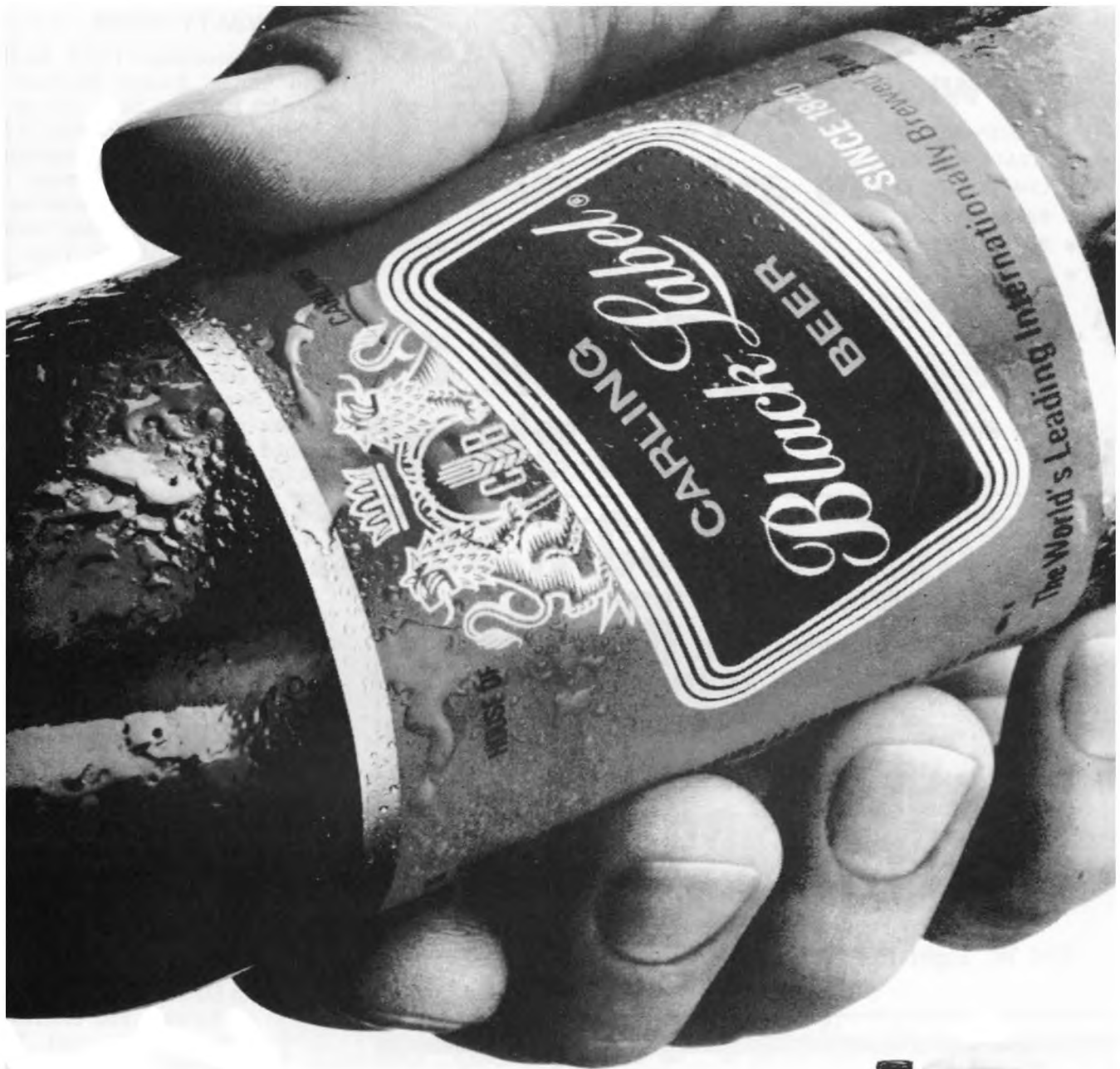
**...unbleached flour -
no preservatives!**

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- SALT PORK
- CHITTERLINGS - HOG MAWS

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(In the Eastern Market)

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from your latest issue

Name _____

(Please Print)

Company _____

New Address _____

City _____

State _____ Zip _____

AFD AWARDS BANQUET SET FOR SEPT. 16 AT ROYALTY HOUSE

The Associated Food Dealers' 11th Annual Awards Banquet will be held Tuesday, Sept. 16, at The Royalty House, located on 13 Mile Rd., Warren, it has been announced by Phil Lauri, AFD chairman.

Members of the association are also urged to send in their nominations for Man of the Year, and Salesmen of the Year honors to the AFD office, 434 W. Eight Mile Rd., Detroit 48220. (A Nominations Form is enclosed in this issue of The Food Dealer for your convenience.)

The awards annually go to those persons who have rendered distinguished service to food and beverage retailers in Michigan, and includes such criteria as dissemination of product information, understanding of mutual problems, education, merchandising tips, etc.

Those desiring to make reservations in advance, may do so by contacting the AFD office (313) 542-9550. Ladies are also invited to attend, with ballroom dancing following the awards ceremonies. Ticket prices are \$30 per couple, and can also be purchased from any of the directors.

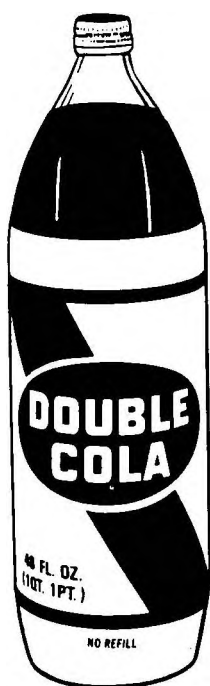
DETROIT'S EASTERN MARKET EXPANSION GETS UNDERWAY

A long-awaited renovation expected to generate some 2,000 jobs, provide more efficient warehousing and stimulate wholesale and retail business in Detroit's Eastern Market is well underway. The entire project is expected to cost \$16.8 million in federal and local funds.

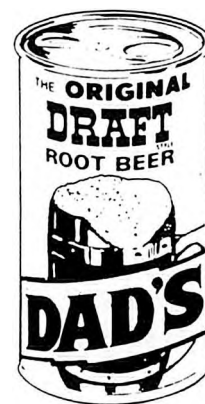
More than half of 60 acres of urban renewal west and north of the present market site have been cleared, and the first building of a planned wholesale-retail complex is built and occupied.

"It's going to hop, it's going to expand, it's going to go," says Jim Vitale enthusiastically. He's owner of Faro Vitale & Sons, watermelon wholesalers in the market area, and an AFD member. Vitale, a prime mover in the effort, plans to break ground soon for the first stage of the complex west of Russell at Wilkins.

Specialty Foods Appointed Full-Line Distributors of



Dad's Root Beer
Double Cola
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Specialty Foods also features a complete line of party store supplies,
salads, pickles, snack foods, etc.

Around the Town

Thor J. Skaar has been promoted to president of **Allied Supermarkets**, it was announced by **Thomas McMaster**, chairman and chief executive officer. Earlier in the year, Skaar was promoted to executive vice-president of Allied and elected to the firm's board of directors. .

Oak Packing Company, an AFD member, has moved to a new plant and offices at 3407 Caniff, Hamtramck, Mich. 48212. The new phone is (313) 893-4900.

Lawrence Carino, general manager of **WJBK-TV**, an AFD member, has been named chairman of the **Clean Detroit** campaign, which will soon be launched. **Les Freidinger** of **Stroh Brewery Company**, was named vice-chairman in charge of the freeway sector.

James G. Blashill has been appointed sales manager of **WWJ-AM** and **WWJ-FM**, AFD members, according to an announcement by **Nat A. Sibbold**, radio station manager.

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.

Finished basement with an additional Bedroom and Full Bath. Utility and storage rooms, Incinerator, Two Furnaces, Two Air Conditioners, Two Electronic Air Filters, Two Electronic Power Humidifiers for convenience, comfort and economy of operation. Many other custom features too numerous to mention. The perfect home for the growing family. First time offered by Owner. Attractively priced at \$110,000.

Call 356-6000 Between 9 A. M. and 5 P. M. for Appointment.

Thomas McMaster, chairman of **Allied Supermarkets**, was appointed to the committee to consider the feasibility and procedures for a possible merger of Super Market Institute and the National Association of Food Chains.

John Mynatt, a former sales manager for the **Pepsi Cola Metropolitan Bottling Company**, Detroit, has accepted a position as sales and marketing manager for **Seven-Up Bottling Co.**, Indianapolis, Ind.

Congratulations to the **Fred Sanders Company** on the celebration of its 100th anniversary providing Michigan residents with baked goods, ice cream and other confections.

Ron Beech, former Wayne County Extension Agent for Michigan State University, was promoted to Midland County Director for the agency. We extend success and best wishes to Ron in his new position.

Vlasic Foods, Inc. recently appointed **Blaine Peterson** as vice-president of operations.

Peter A. Kizer, assistant general manager of **WWJ AM-FM-TV**, was elected chairman of the **Broadcast Rating Council** at the organization's annual meeting held recently in New York.

Mack E. Layow has been named general manager of the ice cream division of **The Stroh Brewery Company**, according to an announcement made by **Gari M. Stroh**, director of the division.

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AFD MEMBER

Farmer Jack Opens Unit With Full Scanning System

Borman's, Inc., operator of Farmer Jack Super Markets, has opened a new supermarket in Rochester with a full scanning system permitting automated "readings" of those products containing the Universal Product Code (UPC).

Farmer Jack is the second food chain in Michigan to utilize the system. Chatham Super Markets began testing the system earlier this year.

Borman's recently opened the 32,000 square-foot unit in Winchester Mall with little fanfare, and has had no reaction from organized consumer groups or labor unions to date.

The chain is not marking prices on all items in the store, and prices are "prominently shown on the shelves, on register display panels and on the customer receipt tapes," a spokesman said.

Meanwhile, the Consumers Alliance of Michigan and several labor unions, including the United Auto Workers, have been lobbying for passage of a bill in the Michigan Legislature (Senate Bill 694) to make it mandatory for prices to be marked or stamped on all items sold in stores.

The groups claim that the detailed computer "read-out" cash register receipt is not adequate for comparing prices of products, and chances for errors exist at the computer level where prices are set.

Industry organizations, including the Associated Food Dealers, are opposed to the legislation, since the system is still new and has not had a chance to fully test the technology of the UPC system.

Further, industry representatives say the detailed computer register tapes are far superior to anything which has been developed to date, and would provide an excellent system for consumers to keep track of prices.




**"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.



WHO'S YOUR CHOICE FOR SALESMEN OF THE YEAR?

You now have the opportunity to choose or nominate your 1975 candidate for representative of the year. This is not a popularity contest. We want you to select those representatives who you think best deserve the titles . . . Broker, Wholesaler, Manufacturers' and Driver-Salesman representatives of the year. The men chosen will be honored at the Associated Food Dealers "Annual Awards Banquet," to be held Sept. 16, at the Royalty House, Warren..

Man of the Year _____

Company _____

Broker Rep. of the Year _____

Company _____

Wholesaler Rep. of the Year _____

Company _____

Manufacturers Rep of the Year _____

Company _____

Driver-Salesman of the Year _____

Company _____

Reason for Nomination _____

Signed _____ Phone _____

Store or Firm _____ City _____

Fill in your nominations form and send to the AFD office at 434 W. Eight Mile, Detroit, Mich. 48220.

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.

ALSO AVAILABLE — LIFE INSURANCE

Today's high cost of living makes it more important to establish an estate of adequate proportions to insure the future security of your family. Up to \$50,000.00 of life insurance coverage is available to you as a member of the Associated Food Dealers of Michigan. Life insurance coverage is also available for your spouse and dependent children.

Now — here's all you have to do to find out about the cost, conditions of coverage and renewal on the plans that best fit your individual needs. Complete and mail the coupon. A representative will provide personal service in furnishing this information at no cost or obligation.

**Associated Food Dealers
c/o Mutual of Omaha Insurance Company
E. B. Brink Agency
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Detroit, Michigan 48232**



Please rush full details on the Associated Food Dealers of Michigan Insurance Program.

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TAX TOPICS**How 1975 Tax Reduction Act Affects You**

Editor's Note — Mr. Miller's column on the 1975 Tax Reduction Act is Part II of a two-part series. Part I appeared in last month's issue.

By MOE R. MILLER
Accountant and Tax Attorney

Working individuals who incur child and dependent care expenses may deduct up to \$400 a month as an itemized deduction.

The higher ceiling means that a taxpayer whose adjusted gross income for '76 (combined with his spouse's) is \$35,000 or less won't have to reduce the amount otherwise deductible for child and dependent care expenses. But if his (and his spouse's) adjusted gross income for '76 is \$44,600 or more, he won't be entitled to any deduction. That's because half of his adjusted gross income over \$35,000 divided by 12 will exceed the maximum \$400 a month deduction.

This increase in the adjusted gross income ceiling isn't treated as a rate change. Thus '75 calendar year taxpayers and fiscal year taxpayers whose tax years straddle the effective date of this change use the lower \$18,000 ceiling for the entire year.

Every corporation with income of \$50,000 or more (except for controlled groups) will find its taxes cut by \$7,000 for '75. This comes about because the tax on the first \$25,000 of income is cut from 22% to 20% thus saving \$500. The tax on the next \$25,000 of income is cut from 48% to 22%, or a saving of \$6,500, for a total of \$7,000.

The considerable one-year tax break on \$50,000 of corporate income could be an incentive for an unincorporated business to incorporate in '75 to obtain the benefit, then switch to a pseudo-corporation (Sub S) on Jan. 1, '76, if a real corporation is no longer desired.

The \$100,000 exemption from unreasonable accumulation of earnings is raised to \$150,000.

A two-year increase and liberalization of the investment credit means larger tax cuts for businesses investing in qualified property during that period as described below.

The investment credit has been temporarily increased from 7% to 10% until the end of '76; thereafter it reverts to 7%.

Property acquired by the taxpayer after Jan. 21, '75 and before '77 and placed in service by him before '77.

Combination of the increased investment credit

plus 20% first year depreciation and accelerated annual depreciation can frequently result in the taxpayer's recovery through tax savings, of over 30% of the cost of new equipment in the first year.

The maximum amount of used property basis on which the investment credit may be claimed in any year has been temporarily raised from \$50,000 to \$100,000 for all qualified property.

A special type of tax-sheltered employee stock ownership plan enables corporate employers to qualify for an 11% instead of 10% investment credit under the '75 Tax Reduction Act.

This employee stock ownership is in general a stock bonus plan, a stock bonus plan coupled with a money-purchase plan or a profit-sharing plan, which is designed to invest primarily in employer securities. The plan may be a tax qualified or nonqualified plan but must meet the requirements if the employer is to qualify for the additional 1% investment credit.

Employers who hire persons under the Work Incentive (WIN) Program are entitled to a tax credit of 20% of the wages they pay such persons, subject to certain qualifications and limitations.



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Grocers Baking Co. (Oven-Fresh)	537-2747
Independent Biscuit Company	584-1110
Koeplinger's Bakery, Inc.	564-5737
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Daystee 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	396-2371 (616)
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	373-0111 (1)
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
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
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	584-5428 (517)
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	556-5100
Harold M. Lincoln Co.	255-3700
John Huettelman & 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
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	254-2104 (616)
Gunn Dairies Company	885-7500
Don Johnstone, Inc.	646-5398
Land O'Lakes Creameries	834-1400
McDonald Dairy Company	232-9193 (313)
Melody Dairy Company	557-3800
Ny-Best Distributors	616-694-6354 (616)
Sani-Seal Dairies	892-4581 (517)

Louis Sarver & Company-Milk-O-Mat	864-0550
Chas. H. Shaffer Distributor	616-694-2997 (616)
Sheffer's Lucious Cheese	673-2639 (616)
Stroh's Ice Cream	961-5840
Twin Pine Farm Dairy	584-7900
United Dairies, Inc.	584-7900
Vroman Foods, Inc.	419-479-2261 (419)
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Sons Dairy	895-6000

COUPON REDEMPTION CENTER

Associated Food Dealers	313-542-9550 (313)
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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

AJ 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.	531-9160 (616)
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)	1239-3179 (1)
Frederick Packing Company	832-6080
Glendale Foods, Inc.	962-5973
Guzzardo Wholesale Meats, Inc.	321-1703
Hartig Meats	832-2080
Herrud & Company	456-7235 (616)
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
Primeast 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	985-7171 (1)
WJBK-TV	557-9000
WWJ AM-1M-TV	222-2588

NON-FOOD DISTRIBUTORS

Arkin Distributing Company	349-9300
Camden Basket Company, Inc.	368-5211 (517)
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 Adv. 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
Identical 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.	239-7689 (1)
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.	823-8421 (517)
United Wholesale Grocery Co.	534-5438 (616)
Viking Food Stores	722-3151 (616)
Abner A. Wolf, Inc.	584-0600



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