

# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

SEPT/OCT, 1975



## Man of the Year

Jack Grifo, president of Superior Potato Chips, center, and chairman of the AFD Task Force on Crime, is shown accepting his Man of the Year plaque during AFD's Annual Awards Banquet. Flanking him on the left is AFD's Edward Deeb, and President Louis Vescio of Vescio Super Markets.

# 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.

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**\*PHIL LAURI, Chairman**

Lauri Bros. Super Market

**PHIL SAVERINO, Vice-President**

Phil's Quality Market

**EDWARD ACHO, Vice-President**

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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

**GARY WING**

Fisher's Markets

**SABAH YALDOO**

Food Castle Market

**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 PRZYBYLSKI**

Jerry's Food Markets

**\*ALLEN VERBRUGGE**

Verbrugge's Market

**\*JOHN WELCH**

Hollywood Super Markets

**TERMS EXPIRING DEC. 31, 1977****LAFAYETTE ALLEN, JR.**

Allen's Super Market

**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**

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**WILLIAM THOMAS**

Joy's Safeway Foods

**THOMAS VIOLANTE**

Holiday Food Center

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**REGIONAL OUTSTATE ADVISORS****SAM COSMA**

Atlas Super Market

**JACOB GRANT**

Farmer Grant's Market

**JACK HAMADY**

Hamady Food Stores

**\*Past Presidents**

# THE FOOD DEALER

Official publication of THE ASSOCIATED FOOD DEALERS  
434 West 8 Mile Road, Detroit, MI 48220 • Phone: 542-9550

VOLUME 49 - No. 7 • COPYRIGHT 1975

**EDWARD DEEB, Editor**  
**JUDITH MacNICOL, Office Secretary**  
**SELENA SHAIEB, Insurance Secretary**

President's Message . . . . .	Page 8
Off the Deeb End . . . . .	6
1975 AFD Award Winners . . . . .	4
The Sounding Board . . . . .	7
Merchandising . . . . .	10
Around the Town . . . . .	16
Tax Topics . . . . .	18
Suppliers' Directory . . . . .	19

The Food Dealer is published monthly except January by the Associated Food Dealers at 434 W. 8 Mile Road, Detroit, Michigan 48220. Subscription price for one year: \$3 for members, \$5 for non-members. Second-class postage paid at Detroit, Michigan.



**WILLIAM O'CONNER** of O'Donnell Importing Company, an AFD member, left, is shown accepting a framed sketch of himself signed by members of the beverage industry, from **DON BEATTY** of National Distillers. Beatty is president of the Michigan Vendors Association.



**AWARD WINNERS** — The recipients of the 1975 Distinguished Service Awards presented by the AFD are pictured above. From left, are Gus Mannino of Marks & Goergens; Elsworth White, Wilson Dairy Company; Fred Davis, Carnation Company; Arleen Arnold, MSU con-

sumer-marketing agent; Edward Sabbag, Bob Reeves Associates; Edward Deeb, AFD executive director; Jack Grifo, Superior Potato Chips; Louis Vescio, AFD president; Ronald Bonin, Home Juice Company; and Charles Gegenheimer.

## ***8 Receive AFD Distinguished Service Awards***

Jack G. Grifo, president of Superior Potato Chips, Inc., and chairman of the AFD Task Force on Crime, was the recipient of Michigan's food industry 1975 Man of the Year Award by the Associated Food Dealers during the association's recent 11th Annual Awards Banquet. It is the state industry's highest award.

The AFD presented a Distinguished Service Award to Arleen H. Arnold, district consumer and marketing agent for Michigan State University for "effectively disseminating useful consumer information and shopping tips better enabling consumers to increase their purchasing values."

In addition, six food and beverage firm representatives were honored by the AFD and named Salesmen of the Year in their respective categories. They are:

Fred Davis of Carnation Company; Alsworth (Al) White, Wilson Dairy Company; Charles Gegenheimer, United Beverage Wholesalers; Gus Mannino, Marks & Goergens; Edward Sabbag, Bob Reeves Associates; and Ronald Bonin, Home Juice Company.

Macomb Circuit Court Judge Frank E. Jeannette addressed the AFD audience numbering over 600 persons; as did Joseph Caruso, vice president of the Detroit Food Brokers Association.

Presenting the 1975 award were association past-president Harvey L. Weisberg and Edward Deeb, AFD executive director.

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

Coca-Cola Bottling Company, for co-sponsoring the cocktail hour; Frito-Lay, Inc. and Melody Dairy Company for providing the snacks and chip dips; The Detroit News for printing the programs; Bowlus Sign Company for the attractive signs and table cards; and the following companies for their assistance and support:

O'Donnell Importing Company, Anheuser-Busch, Arrow Liquor Company, Calvert Distillers, Canada Dry Bottling Company of Detroit, Carling Brewing Company, Crown Sales Company, Detroit Coca-Cola Company, Faygo Beverages, Hiram Walker Company, Home Juice Company, Rowland Harris Company, Henry Kozak Distributors, Harold Meloche Sales Company, Miller Brewing Company, Mohawk Liqueur Corporation, National Brewing Company, Pabst Brewing Company, Pepsi-Cola Company, Renfield Importing Company, Schlitz Brewing Company, Seven-Up Bottling Company, Stroh Brewery Company, Seagram's Distillers, Scheffelin & Company, Squirt-Detroit Bottling Company, Universal Wine & Liquor Company, Vernor's, Inc., and Ed Wieferman Company, and to all companies who permitted their representatives and their wives to be with us. Thank you so much.



## 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**

### Rehabilitating Criminals

Have you noticed that whenever society demands that professional criminals be jailed, especially when crime is on the rise, invariably government responds by saying "we don't have the room; our jails are already full."

The response from those who are concerned with managing our state, county and city prisons, signals judges to be more lenient, and place more people on probation, or release more persons on bail.

Of course I realize I am oversimplifying the problem, and realize "jails" as such is only part of the total criminal justice system.

Nevertheless, there is a simple way of dealing with the problem of overcrowded jails. So simple, in fact it is surprising that our legislators never pursued the idea.

Why can't we utilize the hundreds of deactivated military bases in this country (and there are a few in Michigan), and put them to positive good use.

In this atmosphere, prisoners could be schooled in the fields of their choice, rehabilitated, then brought back to society to make substantial contributions in jobs they would be qualified to fill.

No one then could argue over the high cost of building prisons. The grounds are there, the barracks for sleeping are there, the schoolrooms are there. All you would need are the personnel to manage and guard the property already in existence.

It's worth a try. The state legislature could immediately petition the federal government to permit use of the bases on even a trial basis, and see what happens.

The utilization of this idea would be a far more positive way of dealing with criminals, and would probably do more in the long run to train and rehabilitate them.

Why not?



# The Sounding Board

To the AFD:

It was truly a great honor to have been selected the AFD's 1975 Man of the Year award recipient. I am truly grateful to you for selecting me and I shall cherish this high honor. More important however, I am confident that this award would not have been possible were it not for the fine cooperation from all of you. Therefore, I accept the award in behalf of those deserving people in our industry — those who are not afraid to get involved — who made it possible. Thank you so much.

**Jack Grifo**  
Superior Potato Chips

I would like to take this opportunity to express my deepest appreciation for the confidence that the Associated Food Dealers expressed in me by presenting me with an award at your Awards Banquet. It took me completely by surprise and left me literally speechless. However, after the initial shock began to wear, I suddenly began to realize what a fortunate and enviable position I was in just to be associated with the people of our industry. Again, my hearty thanks.

**Elsworth (Al) White**  
Wilson Dairy Company

I wish to thank all the members of AFD for the honor recently bestowed upon me at your 11th Annual Awards Banquet. This honor and award I will cherish throughout my life. My wife and children also send their thanks.

**Fred Davis**  
Carnation Company

A sincere thank you for having been presented with one of your Salesman of the Year Awards. It was a complete surprise, and left me at a loss for words. I wish to first thank my colleagues at Marks & Goergens, Inc., who helped make it possible for me to achieve the honor, and all of the principles I represent. I am very proud to have the award, and will try in every way possible to continue to do my best and be worthy of it.

**Gus Mannino**  
Marks & Goergens, Inc.

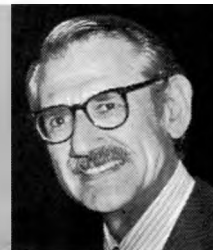
It was certainly an honor to be named the recipient of one of your Awards at your recent banquet. My thanks to you all for this high honor. It has been a pleasure serving the retail food dealers for the past 20 years. I hope I will be able to serve you many more years to come. I'm also proud of my relationship with Bob Reeves Associates, and I promise to continue to serve you to the best of my ability.

**Edward Sabbag**  
Bob Reeves Associates

*(Continued on Page 12)*

## Memo from Faygo

BY MORTON FEIGENSON  
president



"It really amazes me that more grocers aren't taking a good hard look at the labor costs they incur checking pop vendors in and out and handling their returnable bottles.

"We've looked and when squared against margins these costs are staggering," said Kay Doster, co-owner and son of the founder of White Swan Supermarkets, Fort Wayne, Ind.

"Overall, nobody runs a store more efficiently than we do," said Doster. "Yet we find ourselves saddled with upwards of 80 hours labor time per store per week to move some 1,000 cases of pop in returnable packaging.

"At \$2.50 an hour that's \$200 a week. Apply that to the 15-18 percent margins we can earn on store-door pop lines and it figures that we have to sell more than 200 cases of product before we start turning a profit.

"Obviously, pop profit is best in warehouse pop. With Faygo, for example, we gross 29 percent and keep most of it. We intend to keep monitoring margins in our beverage sections with the idea of reallocating settings accordingly."



**KAY DOSTER, CO-OWNER, WHITE SWAN  
SUPERMARKETS INC., FORT WAYNE, IND.**

The Doster family has been in the grocery business in and around Fort Wayne since 1944 when Ned Doster bought a small general store as a path to freedom from the boredom he felt working in an electrical company plant.

"Dad brought us, my sister, my two brothers and me into the business early," recalled Kay Doster, youngest of Ned's sons. "My first chore back in 1945 was sacking potatoes; I was only 12."

There are today two Doster-owned food markets—one in Fort Wayne, the other in New Haven, Ind. A recent survey of the Fort Wayne store's customers showed that 40 percent of them have shopped there 12 years or longer and that many of them shop nowhere else.

"With my father's guidance we're looking around for additional store sites," said Kay Doster, adding: "But when I feel I'm as good a businessman as he is I think I will have realized my own career objectives."

\* \* \* \* \*

"It's happened so gradually," said Doster, "I'm sure most retailers are unaware of how, and how far, store-door pop margins have headed downward over recent years. Not too long ago they were 22-23 percent. Today they're around 18 percent and as low as 15 percent on diet colas."

Continued Doster:

"I can't conceive that the store vendors don't know what they've been doing. It's obvious the low margins we now work on with their lines have come in tandem with their price increases, and this has hurt independent retailers the most.

"When they raise prices 30-cents-a-case, for example, they at the same time also somehow manage to establish a so-called 'suggested retail'. This gets every supermarket in the area to hold its markup to the exact same amount.

"As a consequence, price hikes have nicked away at retailer margins, a quarter-percent or a half-percent at a time, to reduce margins to where they are now.

"Our vendors tell us to make it up on volume. But with 80 percent of our store-door pop sales in returnables, the more our labor costs eat into our margins that are too small to begin with."

**THE PRESIDENT'S CORNER*****We Congratulate the AFD Award Winners***

By LOUIS VESCIO

In behalf of the members of the Associated Food Dealers, at this time I wish to thank all those who attended our recent 11th Annual Awards Banquet at The Royalty House in Warren, which saw over 600 persons on hand.

As most of you know, the purpose of our awards is to give proper recognition to those individuals who have excelled in service to their employers, food retailers, the total food and beverage industries and the community, in the spirit of progress and inter-industry cooperation.

It is our way of paying tribute to those individuals, com-



VESCIO

panies, government or the news media for doing an outstanding job. It is also our way of saying "thank you" because too often we tend to take some things for granted, without taking time out to express our appreciation to them.

It is also our way of keeping the industry together, since after all, we are all part of the total distribution pipeline, and must work together in getting products to the consumer in the fastest, most efficient method possible.

Since retailers are only one segment of the system, the awards gives us the chance to express our appreciation and importance to the manufacturers, brokers and wholesalers.

Our awards program hopefully promotes greater effectiveness among each of us, so we may cooperate to the fullest. It is one way of helping to keep the general public better informed of our industry's contributions to society and to place our best foot forward to help prevent various groups and government officials from making us a scapegoat when the going gets rough.

This year some 120 nominations were reviewed by our awards Committee. As always, although only a few are honored, we are most appreciative of the work done by ALL individuals and companies in the field.

In modern times, your association has been deeply involved in the issues confronting our industry. We sit directly on the firing line. We do not permit anyone or any group to make an unfair or unjustified attack on us without our responding to them. Although space does not permit me at this time to spell out our involvement, we are confident you are aware of what we are doing.

In conclusion, I would like to extend our congratulations to Jack Grifo, Fred Davis, Elsworth (Al) White, Charles Gegenheimer, Gus Mannino, Edward Sabbag, Ronald Bonin and Arleen Arnold, this years award recipients.

## **DETROIT RENDERING COMPANY**

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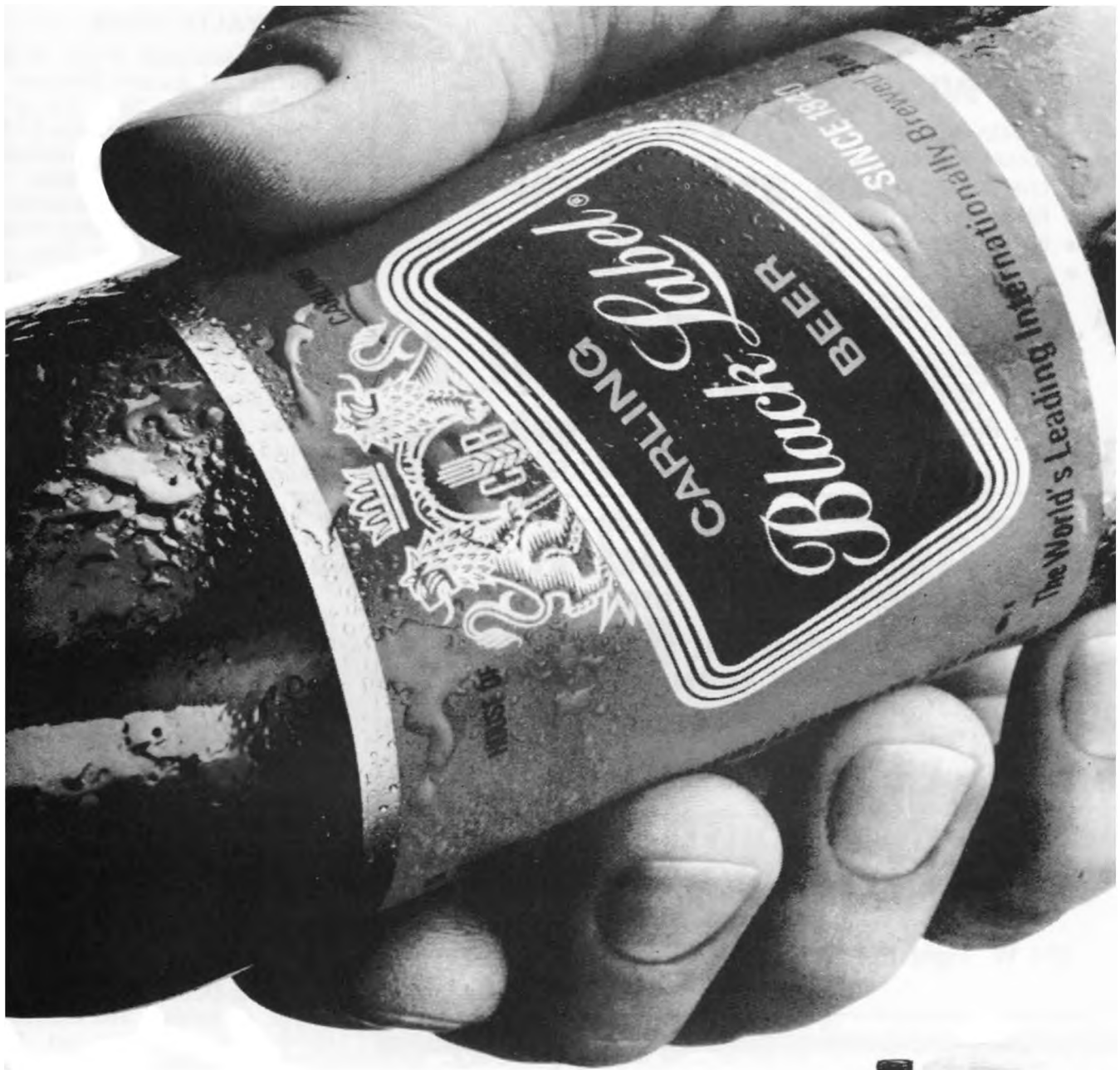
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## Merchandising

Eastern Poultry Company, an AFD member, has announced the introduction of **Regal Hostess** brand Chicken Kiev and Chicken Cordon Bleu to the retail trade. Previously, the heat-and-serve meat items were only available to institutions.

\* \* \*

Henry Ross, president of **Great Lakes Packing Co.**, an AFD member, recently announced that all of the firm's plants are presently under Federal meat inspection. This includes the sausage, smoked meat, and steak and ground meat plants.

\* \* \*

The **National Brewing Co.** and the **Carling Brewing Co.**, both AFD members, recently announced they have agreed to merge, with Carling absorbing the brewing assets and trademarks of the Baltimore-based National Brewing Co. The new company would become the ninth largest brewing concern in the U. S.

\* \* \*

**United Brokerage Company**, an AFD member, recently announced the appointment of **Robert Willson** as vice-president and general manager of the firm's Toledo office, and **James Kinsey** as vice-president of the firm's Fort Wayne, Ind. office. Making the announcement was United president **Alfred J. Tivy**. Also **John Steck** has been promoted to food service sales manager, Detroit.

\* \* \*

The **National Food Brokers Association** has announced the appointment of two area brokers to key committees. **Joseph G. Gilbert** of **Stark & Company**, Southfield, an AFD member, was named chairman of the Confectionery Sales Committee; and **Ted Sahakian** of **Sahakian & Salm**, an AFD member, was named to the Frozen Foods Committee.

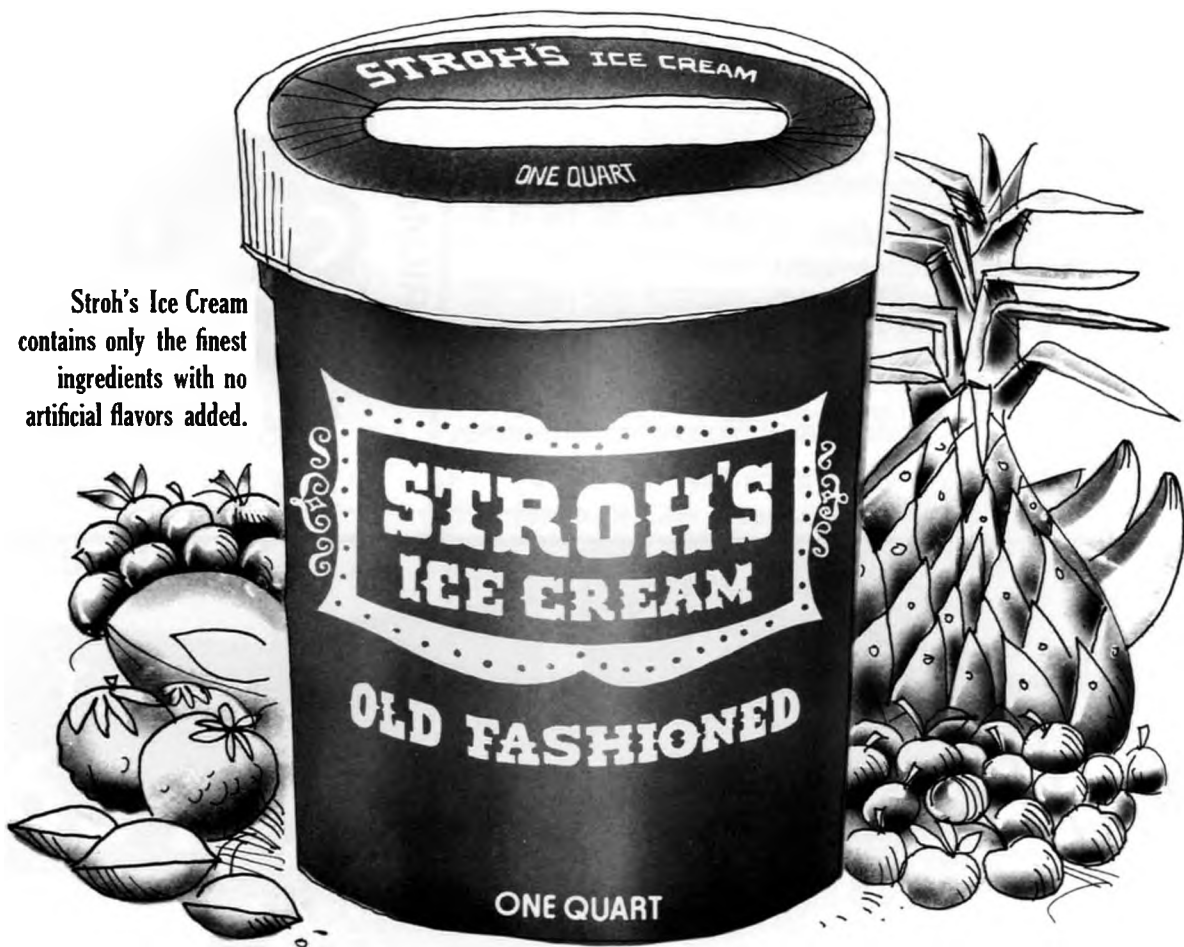
\* \* \*

**Sara A. Tozer** has been appointed director of advertising and sales promotion at **Faygo Beverages, Inc.**, according to an announcement by president **Morton Feigenson**. Ms. Tozer, a graduate of the University of Michigan, came to Faygo from the Schiller division of the **S. S. Kresge Co.** In addition, it was announced that **David H. Haan** was appointed a market analyst trainee. He is a graduate of Wayne State University.

\* \* \*

**Paul Inman Associates, Inc.**, an AFD member, has promoted seven in its Detroit sales division, according to an announcement by **Gerald C. Inman**, executive vice-president. Promoted were: **William Cunningham** to corporate frozen retail coordinator; **Douglas Atkins** to direct sales in the frozen food department; **Philip**

(Continued on Page 17)



Stroh's Ice Cream  
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# The Sounding Board

(Continued from Page 5)

Once again, allow me to thank the members of the Associated Food Dealers for awarding me your Citation for Distinguished Service. Because being Michigan State University's Consumer Marketing Agent in Detroit is a job I find exciting and very challenging, I work very hard at it. Doing the job well is a reward in itself. This recognition by the Associated Food Dealers is an extra dividend for which I am most grateful.

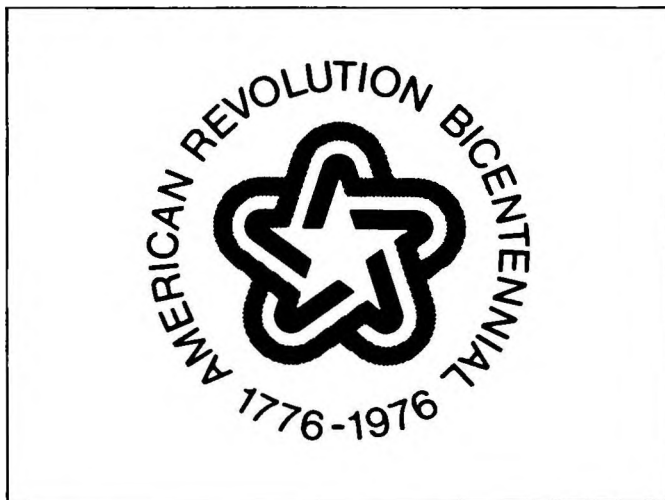
**Arlene H. Arnold**  
MSU District Extension  
Consumer-Marketing Agent

I would sincerely like to thank the AFD and all of my customers for making it possible for me to receive the honor as Driver Salesman of the Year. I shall do my best in the future to live up to its high standards.

**Ron Bonin**  
Home Juice Company

I really can't begin to tell you how thrilled I was to receive one of your awards from such an outstanding association as AFD. It's great! The plaque will be hung in my office and also be cherished the rest of my life.

**Charles Gegenheimer, Jr.**



## Very Special Company

Some well-known names here. They're products to be found on just about everybody's shopping list. And they're on those lists because shoppers have given them their complete approval.

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your future.**



**Take stock in America.  
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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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## Around the Town

Paul Kaye Associates, Inc., an AFD member, has announced its relocation to larger quarters located at 32969 Hamilton Court, Suite 100, Farmington Hills, Mich. 48024; phone (313) 478-5010.

### The Test Of Time . . .

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Of  
Successful  
Service



**To Slaughter Houses, Wholesale &  
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*Whatever Your Problems May Be, Call*

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Dearborn, Michigan

AFD MEMBER

Daniel F. Kotwicki, formerly controller of the EverFresh Juice Company, Detroit, was promoted to financial vice-president of the parent Home Juice Company, an AFD member, in Melrose Park, Ill. James Burns was named to replace Kotwicki in Detroit, according to an announcement by president Gerald M. Wolberg.

\* \* \*

John McCassey, former merchandising director of The Detroit News, retired recently, but not before his colleagues and friends held a gala retirement party for him at the Detroit Press Club. We extend best wishes for happiness and relaxation for John and his wife during his retirement years.

\* \* \*

Obituaries: Charles L. Wilson, Sr., former president and chairman of Ira Wilson & Sons Dairy Co., Detroit, and AFD member, died Oct. 2. He was 84 . . . Abraham (Al) Borman, a founder and chairman of the executive committee of Borman's Inc., died Oct. 29. He was 77 . . . George Converse, a 21-year sales veteran with Peterson & Vaughan, Inc. also passed on recently.

\* \* \*

Charles D. Cronenworth, former mayor of St. Clair, Mich., was recently elected president and chief executive officer of Diamond Crystal Salt Co., St. Clair, an AFD member. He succeeds Edward M. Dodd, who died Sept. 13.

\* \* \*

Larry Kozel has joined the staff of Sullivan Sales, Inc., according to an announcement by President John Sullivan. Kozel, who will lead DAGMR in 1976, has served with several area companies over the past number of years.

\* \* \*

Edward Deeb, AFD executive director and editor of The Food Dealer, was selected as one of the Outstanding Young Men of America for 1975 as part of the awards program of OYMA and the U. S. Jaycees.

### MEMBERSHIP APPLICATION

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Detroit, Mich. 48220 — Phone: 542-9550

# Merchandising

(Continued from Page 10)

Fischioni to direct sales in the grocery department; Michael McCoy to direct sales in the general merchandise department; Craig Hawker to retail field supervisor; John Sweeney to director of non-foods; Joseph LeVigne to director of confectionery.

\* \* \*

**Ny-Best Distributors and Michigan Cottage Cheese**, AFD members, have announced their appointment as distributors of Yoplait yogurt in Michigan. The yogurt is French-style and reportedly quite popular in Europe.

\* \* \*

**Continental Food Brokerage Company**, an AFD member, has announced the appointment of three new vice-presidents. They are: **Donald Duford** to vice-president and general manager of retail operations; **Hugh Hines** to vice-president and merchandising manager of retail division; and **Pat Slusser** to vice-president of northern Michigan operations. Duford and Hines will work out of the firm's Detroit office, while Slusser will work out of Grand Rapids.

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1. TITLE OF PUBLICATION <b>THE FOOD DEALER</b>	2. DATE OF FILING <b>10-1-75</b>	
3. FREQUENCY OF ISSUE <b>Monthly Except January</b>	3A. ANNUAL SUBSCRIPTION PRICE <b>\$3.00</b>	
4. LOCATION OF HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHERS (Not printers) <b>434 W. 8 Mile Road, Detroit, Wayne, Michigan 48220</b>		
5. LOCATION OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHERS (Not printers) <b>434 W. 8 Mile Road, Detroit, Michigan 48220</b>		
6. NAMES AND ADDRESSES OF PUBLISHER, EDITOR, AND MANAGING EDITOR		
PUBLISHER (Name and address) <b>Associated Food Dealers of Greater Detroit, Inc., 434 W. 8 Mile Rd., Detroit, Mich. 48220</b>		
EDITOR (Name and address) <b>Edward Deeb, 434 W. 8 Mile Road, Detroit, Michigan 48220</b>		
MANAGING EDITOR (Name and address) <b>None</b>		
7. OWNER (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)		
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Jan. 1975

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## TAX TOPICS

# Tax-Saving Options for the Rest of 1975

*Editor's Note — Mr. Miller's column on the 1975 Tax Savings Options is Part I of a two-part series. Part II will appear in the next issue of The Food Dealer.*

**By MOE R. MILLER**  
Accountant and Tax Attorney

Because the 1975 Tax Reform Bill is being drafted so late in the year, tax planning will be particularly difficult this year. Income in 1975 has a known tax result, income shifted to 1976 has an uncertain future. Each taxpayer will have to make his own decision on whether to throw income into 1975 or 1976.

**Prepaid interest.** The proposed ban on deducting prepaid interest would apply to any prepayment of interest after September 16, 1975.

**Percentage standard deduction was raised for years ending in '75 as follows:**

Percentage standard deduction was raised from 15% to 16%. Maximum for married persons filing joint return and surviving spouse eligible for joint return rated was raised to \$2,600 from \$2,000. Single persons maximum was raised from \$2,000 to \$2,300. Married persons filing separately were raised to \$1,300 from \$1,000.

Flat \$30 tax credit is given for each personal exemption (other than old age and blindness) allowed a taxpayer (in addition to the exemption itself). Effective for years ending in '75.

Surtax exemption for corporations for years ending in '75 was raised from \$25,000 to \$50,000 and the rate changed from a flat 22% of 25,000 to 20% of the first \$25,000 in income and 22% of the next \$25,000 of income.

Investment credit was raised from 7% to 10% for property acquired after January 21, 1975 and before '77 and placed in service before '77.

Keogh plan contributions can now be made by cash basis taxpayers as well as accrual basis taxpayers by the due date of the return for '75.

**50% ceiling rate on earned income is a planning factor.**

Higher bracket businessmen, professional men, entertainers, athletes, etc., may pay lower taxes because of the 50% earned income rate ceiling. But even though their earned income is subject to the same 50% rate ceiling in '75 and '76 it may nevertheless be advisable in some cases, if possible, to bunch earned income into one of these years.

**Income averaging can cut tax on unusually large**

**amounts of income in '75 or '76.**

Averaging permits an individual whose current '75 income exceeds 120% of his average taxable income for the preceeding four years (base period) by more than \$3,000 to pay tax on the excess as if it were spread over five years.

Note that income averaging also covers long-term and short-term capital gains, wagering income and income from gifts.

**Some separated married persons may get special tax break on separate returns.**

Married persons who file separate returns have a number of tax disadvantages compared to single persons or heads of household. First, they are taxed under a higher rate schedule than persons in the two latter categories. Second, they generally come under the following rules: Each one's standard deduction is limited to \$1,300 instead of 2,300. Both must itemize deductions or both must use the standard deduction. But certain married persons who file separate returns are treated as single persons rather than married persons filing separately.

This special treatment as single taxpayers of certain married persons who are separated was enacted primarily for the benefit of abandoned wives (or husbands). But the wording of the provision is broad enough to cover the many thousands of separated couples who live apart by mutual agreement without any real abandonment.



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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
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
Alstate 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	478-5010
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
Stiles-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 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 10.1 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 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
Norman Tremonti Advtg. Promotion	355-5410
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 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
Merchants Tobacco, Candy, Grocery Co.	272-5800
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

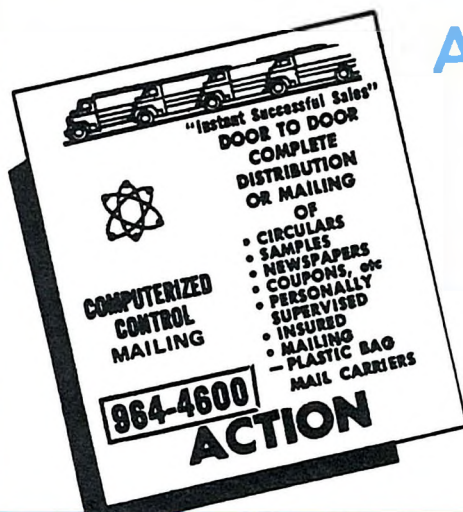
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