Phil Saverino  New AFD President

Under the direction and leadership of Lou Vescio of Vescio Super Markets, the AFD continued its record growth both in size, stature and accomplishments. In 1976 — our 60th anniversary — the president’s gavel is turned over to Phil Saverino of Phil’s Quality Market, Detroit, who promises to keep the AFD on the move.
Mabel, another Black Label!

America's Lusty, Lively Beer

Black Label is a full-flavored brew, with a taste that comes through straight and true... beer after beer.

Phone: (313) 358-2252

© 1974 Carling Brewing Company, Chicago, Illinois
## OFFICERS - 1975

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

**DIRECTORS**

**TERMS EXPIRING DEC. 31, 1975**

<table>
<thead>
<tr>
<th>Name</th>
<th>Market/Company</th>
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</thead>
<tbody>
<tr>
<td>STAN ALBUS</td>
<td>Stan's Super Markets</td>
</tr>
<tr>
<td>GEORGE BYRD</td>
<td>Byrd House of Meats</td>
</tr>
<tr>
<td>ROBERT COVORSON</td>
<td>Mardi-Gra Food Center</td>
</tr>
<tr>
<td>PAUL FELICE</td>
<td>Felice's Quality Market</td>
</tr>
<tr>
<td>DON HARRINGTON</td>
<td>Meat-N-Place</td>
</tr>
<tr>
<td>GENE MATTI</td>
<td>Town Square Market</td>
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<tr>
<td>RAY SHOULDER</td>
<td>Shoulner Markets</td>
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<tr>
<td>LEONARD TAGLIAVIA</td>
<td>Dan-Dee-Super Markets</td>
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<tr>
<td>GARY WING</td>
<td>Fisher's Markets</td>
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<td>SABAH YALDOO</td>
<td>Food Castle Market</td>
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**TERMS EXPIRING DEC. 31, 1976**

<table>
<thead>
<tr>
<th>Name</th>
<th>Market/Company</th>
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<tbody>
<tr>
<td>*ALEX BELL</td>
<td>Village Food Market</td>
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<tr>
<td>SIDNEY BRENT</td>
<td>Kenilworth Market</td>
</tr>
<tr>
<td>*MICHAEL GIANTOTTI</td>
<td>Auburn-Orchard Markets</td>
</tr>
<tr>
<td>*DONALD LAROSE</td>
<td>Food Giant Markets</td>
</tr>
<tr>
<td>R. JERRY PRZYBLYSKI</td>
<td>Jerry's Food Markets</td>
</tr>
<tr>
<td>*ALLEN VERBRUGGE</td>
<td>Verbrugge's Market</td>
</tr>
<tr>
<td>*JOHN WELCH</td>
<td>Hollywood Super Markets</td>
</tr>
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**TERMS EXPIRING DEC. 31, 1977**

<table>
<thead>
<tr>
<th>Name</th>
<th>Market/Company</th>
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<tbody>
<tr>
<td>LAFAYETTE ALLEN, JR.</td>
<td>Allen's Super Market</td>
</tr>
<tr>
<td>NEIL BELL</td>
<td>Village Food Market</td>
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<tr>
<td>THOMAS GEORGE</td>
<td>T-J's Food Center</td>
</tr>
<tr>
<td>SID HILLER</td>
<td>Shopping Center Markets</td>
</tr>
<tr>
<td>EDWARD JONNA</td>
<td>Trade Winds Party Shops</td>
</tr>
<tr>
<td>MOYED (MIKE) NAJOR</td>
<td>Publix Super Markets</td>
</tr>
<tr>
<td>WILLIAM THOMAS</td>
<td>Joy's Safeway Foods</td>
</tr>
<tr>
<td>THOMAS VIOLANTE</td>
<td>Holiday Food Center</td>
</tr>
<tr>
<td>*HARVEY L. WEISBERG</td>
<td>Chatham Super Markets</td>
</tr>
</tbody>
</table>

**REGIONAL OUTSTATE ADVISORS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Market/Company</th>
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<tbody>
<tr>
<td>SAM COSMA</td>
<td>Atlas Super Market</td>
</tr>
<tr>
<td>JACOB GRANT</td>
<td>Farmer Grant's Market</td>
</tr>
<tr>
<td>JACK HAMADY</td>
<td>Hamady Food Stores</td>
</tr>
</tbody>
</table>

*Past Presidents*
YOUR ASSOCIATION AT WORK

Review of AFD Involvement, Action Programs

The following is a year-end review of the numerous major action programs, projects and involvement of the Associated Food Dealers during 1975. It also includes some of the major developments which occurred in, and affected, our industry. This report was compiled by AFD president Louis Vescio and executive director Edward Deeb.

JANUARY

This year began with AFD’s Task Force on Crime meeting with officials of the Detroit Police Dept. to outline specific crimes relating to vendors and retailers. AFD posted a reward for information leading to the conviction of the murderers of Mr. Al-Hermizi of Galaxi Market with The Detroit News Secret Witness program. Mr. Al-Hermizi was slain following a robbery in his store.

No problems were reported by AFD members in the transition involving the repeal of a sales tax on food in Michigan. AFD’s Scholarship Committee met to plan another fund-raiser for scholarship grants. AFD met with the Citizens Crusade Against Crime to help plan crime prevention strategy. AFD met with the Detroit Fire Department’s Arson Squad regarding the rash of store fires in Detroit, asking that something be done about them.

JAN. 24, AFD’s Phil Lauri and Ed Deeb attended the Lansing hearing of the Liquor Control Commission on revised advertising rules.

FEBRUARY

Conducted the Associated Food Dealers’ 10th Annual “Grocers Week in Michigan,” a statewide promotion sponsored by AFD in behalf of our industry. Gov. William Milliken issued a proclamation to that effect, as did most of the Mayors of Michigan cities. Highlight of the week-long celebration was AFD’s 59th Annual Trade Dinner, held Feb. 18 at the Raleigh House with over 1,100 persons on hand. Philip G. Tannian, Detroit Police Chief, was the featured speaker at the trade dinner.

Judge George Bashara Jr., of the State Court of Appeals installed the officers. Rep. Frank Wierzbicki presented AFD with a joint resolution passed by the State House and Senate commending AFD, and William Hainston of the Detroit office of the U.S. Dept. of Agriculture presented AFD with a citation for services rendered the USDA. Tommy Dorsey Orchestra provided the fine dance music.

AFD met with Ferndale Vocational Education Advisory Committee regarding training programs. Met with a reporter of the New York Times who was doing a story on Detroit’s independent grocers and Chaldean community, which was later published. AFD testified at a U.S. Senate hearing in Detroit against any plans to drop federal food stamps.

Super Market Institute and the National Association of Food Chains announced the two organizations were trying to work out plans to merge. A&P Food Stores announced it would be closing over 1,000 stores in 1975, or about one-third of its total nationally.

MARCH

AFD co-sponsored a meat merchandising seminar in cooperation with the state’s Beef Industry Commission. Independent food stores became the object of intensified picketing by the United Farm Workers regarding those who stocked lettuce, grapes and Gallo wine. AFD met with both sides of the issue to hear their views and later re-issued a statement reiterating AFD’s opposition to secondary boycotts.

AFD sent a questionnaire to members, polling them on important issues for which they desired action. AFD also participated in the International Dinner of the Food Council and Hospitality Industry.

AFD officials Ray Shoulders, Ed Deeb and Jack Gino of AFD’s Crime Task Force, taped a half-hour TV special on anti-crime proposals which later appeared on Channel 56. AFD participated in a crime workshop sponsored by the Citizens Crusade Against Crime.

APRIL

Chatham Food Centers began testing computerized checkout systems and the Universal Product Code, in its Center Line Store. This year, Farmer Jack began similar tests in its Rochester store. AFD met with the Wayne County Consumer Protection Agency to help plan a summer Food Fair. The Michigan Legislature rekindled efforts to ban one-way beverage containers in the state, and once again AFD opposed the bill.

AFD also opposed any expansion of benefits regarding unemployment compensation, the proposed state business activities tax, and supported S. B. 127 to provide for a mandatory 2-year prison sentence for any crime committed with a gun.

AFD’s Task Force on Crime met April 18 to pass seven crime prevention proposals. April 23, AFD met with officials of the State Lottery Bureau regarding handling problems, and calling for an increase in retail agents’ commissions, which eventually was raised to 6% from 5%. Later this month, AFD tested at a Michigan House Hearing in Detroit, regarding nutrition and how the state can aid in bringing better service to inner-city residents.

AFD met with Detroit’s Dept. of Transportation to air various parking problems and crimes involving vendors and customers. Later, May 19, met with Detroit Parking Authority officials to review parking problems and those involving over-zealous meter maid, urging a test of double parking in the city.

AFD testified against Senate Bill 694 at a Senate Hearing on pricing and advertising policies. AFD participated in a symposium of the Citizens Crusade Against Crime with Ed Deeb serving as a panelist on “Profits and Today’s Society.” Sponsored by the Ferndale Board of Education.

JUNE – JULY

DAGMR held its Spring Golf Outing at Bayview Country Club. AFD’s Task Force on Crime met to plan a July Golf Outing to raise needed funds. AFD met with Highland Park Mayor Robert Blackwell and the city’s police chief to air parking problems in high crime area.

G. V. Teachman retired from the Michigan Dept. of Agriculture, later joining Borman’s, Inc. July 29, AFD held a Golf Outing at Meadowbrook Country Club, which proceeds going to the Crime Task Force, totaling some $2,500. AFD met with officials of the Detroit Department of Health regarding a proposed meat ordinance to require grades be marked on all packages.

AUGUST

Aug. 6 AFD testified at a Detroit Common Council meeting against the meat grade ordinance, as did all stores and packers except Farmer Jack, which supported the measure. AFD’s Crime Task Force met with Detroit Police Chief Tannian on Crime problems.

AFD inaugurated a Check Collection Service for members in cooperation with Continental Collection Agency. Less Freidinger of Strath’s was appointed to the Clean Detroit Committee by Mayor Young and New Detroit, and, among others, he named AFD’s Ed Deeb to his committee.

(Continued on Page 13)
HERE'S WHY:

It's very simple. Superior finds out what people want and gives it to them. Consumers want top quality and great taste and Superior delivers. They welcome exciting, new flavors and functional new packages. Superior comes through with items like Superior Smoked Bacon Chips and our full-pound, foil-like Gold-Pak. And, retailers reap the results. Backed by aggressive promotion, they get faster turnover and greater profits... which results in a nice beefed-up bottom line on the P & L.

To find out more about the "Top line for your bottom line," get on the line. Phone Superior at (313) 834-0800.

The top line...for your bottom line
Why Ban One-Ways?

Once again vibrations are being felt in the State Legislature coming from citizen groups and the news media calling for a ban of one-way beverage containers, or severely limiting the use of them by tacking on costly deposit charges.

On numerous occasions, the Associated Food Dealers, representing our over 2,600 members who employ over 30,000 persons, have opposed such legislation on several grounds. We also oppose any present attempt to curtail the use of one-way containers, which are popularly referred to as “throw-aways” by citizen groups and Legislators.

Sure, litter and other solid waste strewn on our State’s highways is an ugly sight. But that litter and solid waste simply doesn’t get there by itself . . . people put it there.

We have long advocated a “total systems approach” to resolving the litter and solid waste problem. When I say “total systems” I mean by ALL segments of society . . . business, labor, government, etc., and I mean all available innovations for getting the job done which technology has provided us.

The task would be a major one, but one which could be resolved if we all work together in establishing solid waste reclamation centers, which would permit the re-use of glass, metal, plastic, paper, etc. And no one segment of society should bear this burden by itself.

Space here does not permit me to list all of the ramifications if the use of one-way containers is handicapped, limited or eliminated. I would be only too happy to provide them to any government official, citizen group or the news media at any time.

Ingenuity is what built this country so great. It’s this same type of ingenuity which will solve the problem of reclaiming and recycling our solid waste.
Eight 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 eight new supplier members to the association.

Their names, addresses and phone numbers are as follows:

MERCHANTS TOBACCO, CANDY & GROCERY CO., wholesale distributors, 12130 Greenfield Rd., Detroit, Mich. 48227; phone (313) 272-5800.

NORMAN TREMONTI ADVERTISING & SALES PROMOTION, advertising and sales promotion agency, 23155 Northwestern Hwy., Southfield, Mich. 48075; phone (313) 355-5410.

DON LEE DISTRIBUTOR, INC., wholesale beverage distributors, 14301 Prospect, Dearborn, Mich. 48126; phone (313) 584-7100.

HUBERT DISTRIBUTORS, INC., wholesale beverage distributors, 125 E. Columbia Street, Pontiac, Mich. 48055; phone (313) 858-2340.

UNITED BEVERAGE WHOLESALERS, INC., wholesale beverage distributors, 101 Walker Street, Detroit, Michigan 48207; phone (313) 259-3200.

WAYNE DISTRIBUTION CO., INC., wholesale beverage distributors, 12200 Sears Ave., Livonia, Mich. 48150; phone (313) 427-4400.

NU-METHOD PEST CONTROL SERVICE, pest controllers and producers of pest control products, 8719 Linwood Ave., Detroit, Mich. 48206; phone (313) 898-1543.

THE KROLIK CORPORATION, distributors of soft good items, 405 Midland Ave., Detroit, Mich. 48203; phone (313) 883-3340.

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

Invitation to Manufacturers, Brokers

All manufacturers and brokers are cordially invited to submit new products and merchandising ideas for publication in The Food Dealer. And remember, low cost, hard-hitting advertising in The Food Dealer reaches your important Michigan independent grocers, food chains, and beverage store operators. For advertising information and rates, phone (313) 366-2400.

Memo from Faygo

"It's become virtually impossible for our stores to show a realistic profit on store-door soft drinks," said the president of Pangle's Master Markets.

Dick Evans noted how in-store labor costs have soared to all-time high levels, then added:

"To justify the space they take in our beverage sections, I'd say Coke and Pepsi margins need to be adjusted upward by at least 4-6 percent.

"Our employees are handling returnables in bigger than ever volumes. These costs really erode pop profits. Yet vendor margins to us remain unchanged from what they were 20 years ago."

Evans continued:

"We regularly analyze our shelf allocations to know which items are showing the best profit and movement. As a result, we've been increasing allocations for Faygo, our Scot Lad label and also for our other warehouse lines."

Richard B. Evans, President, Pangle's Master Markets Inc. (Lima, O.), a division of Scot Lad Foods

Pangle's 50th anniversary will come up in two years. The late H. N. Pangle Sr., a merchandising genius, started it out in 1926 with a small corner grocery in Lima, O. He expanded this store three times and by 1946 it was among the top 10 stores in the U.S. in terms of dollar volume. There are now 12 Pangle's stores (all located within a 60-mile radius of Lima. Evans joined the chain 19 years ago as a buyer and was subsequently promoted to vice president of merchandising and vice president of operations. When Scot Lad Foods took over Pangle's in 1968, Evans was asked to become general manager. He moved up to president two years ago.

"Our merchandising posture," said Evans, "is very basic. We believe in giving Mrs. Consumer what she wants and we very definitely will never condone any substitutes for quality."

Evans recalled making the decision for Pangle's to take on Faygo in 1968.

"Faygo," he said, "easily passed our quality tests. However, what impressed me was their merchandising proposition. It was the best I've seen to that time and I've seen no better since."

He continued:

"Faygo today is our best selling warehouse pop line. Our Scot Lad label is a respectable second but the others are also-rans.

"No question about Faygo's growth. For us, year after year it's been around 15-20 percent."

Evans had this final comment:

"The price differential between store-door and warehouse pop is now wider than I've ever seen it. As might be expected, Consumer resistance is slowing store-door line sales.

"As might be expected too, warehouse soft drinks are showing accelerated sales growth. And, I guess, we're contributing to this growth with our emphasis on Faygo and Scot Lad promotions."
THE PRESIDENT'S CORNER

AFD'S 59th Year Ends On A Successful Note

By LOUIS VESCIO

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

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

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

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

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

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

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

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

Thank you and best wishes for a happy and successful 1976.
Holidays are made for MICHELOB.

Michelob is as right for the holidays as tinsel, turkey and the tree.
The beer that’s ranked number one in social suitability.
The beer you wouldn’t feel funny about tying with a ribbon and giving away to someone as a holiday gift.
That’s why, when the holidays come along, Michelob makes cash registers jingle and fills up the drawers with plenty of green.

It’s an unexpected pleasure.

By ANHEUSER BUSCH. INC • ST LOUIS • Since 1896
KAR-NUT PRODUCTS COMPANY
PHONE: 564-6990

A complete line of the freshest nuts.
Huge variety, salted and cooking variety... right at the shoppers fingertips. Quality. Value. Fast service to you. Customers will be back for more, you'll be back for more.

HAPPY ANNIVERSARY GREETINGS are extended to Peter W. Stroh, left, president of The Stroh Brewery Company, an AFD member, by John McMackin, right, vice-president and general manager of the Glass Container division, Brockway Glass Company of Pennsylvania, in the form of a plaque commemorating Stroh's "200 years of family brewing." Looking on are John P. Leahan, left center, a Stroh vice-president, and Norbert Lewandowski, right center, Stroh director of purchasing.

COKE'S NEW NUMBER: 897-5000
That's not just our phone, it's a new phone system to help you get who you want fast, without delay. So start the new year right... clip it, or write it down and we'll be able to serve you better. For vending repair, call 898-9239

DETROIT COCA-COLA BOTTLING CO.
5981 West Warren, Detroit, Michigan 48210
If you're a beer drinker, you want it ice cold. But if you're a beer seller, you want it red hot. Because a red hot seller is the kind of item that makes a man a success in the beer business. In the last 4 years Stroh's sales are up over 60%. At that rate, it's one of the hottest cold beers around.

From one beer lover to another.
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
125 W. Eight Mile Rd.
Detroit, Michigan 48203

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

NAME _____________________________________________________
ADDRESS __________________________________________________
CITY ______________ STATE ___________________ ZIP ___________
YEAR IN REVIEW
(Continued from Page 4)

SEPTEMBER
AFD hosted its 11th Annual Awards Banquet at the Royalty House, Warren. Jack Grifo of Superior Potato Chips was named Man of the Year; Arleen Arnold of MSU's Cooperative Extension Service was awarded a Distinguished Service Citation. Salesman of the Year awards were given to Fred Davis of Carnation Company; Elsworth White, Wilson Dairy Company; Charles Gegenheimer, United Beverage Wholesalers; Gus Mannino, Marks & Goergens; Edward Sabbag, Bob Reeves Associates; and Ronald Bonin, Home Juice Company.

Ed Deeb appeared on WXYZ-TV7 to review food prices and offer consumer shopping tips. AFD again testified against the proposed meat grade ordinance before Common Council. Sept. 23, AFD was permitted a rebuttal to an editorial for the ordinance on WWJ-TV4. Crime Task Force members Grifo and Deeb testified in favor of several crime prevention measures at a House Hearing held in Ann Arbor.

Earl Smith, formerly with Safeway, succeeded Thomas McMaster as chairman of Allied Supermarkets. Detroit Common Council finally voted to require meat grades on all meat packages, or permit usage of an ungraded category. Oct. 21, AFD signed the papers purchasing a new headquarters at 125 W. Eight Mile, Detroit. Oct. 23, Deeb addressed a workshop of the National Association of Credit Managers, calling for more leniency regarding credit policy and food merchants.

OCTOBER
AFD officials met with officials of the Wayne County Department of Social Services urging a simple and more efficient manner for handling sundry food orders. AFD's Deeb and Grifo participated in the annual Teamsters Convention held at Boyne Highlands, urging their support of our anti-crime efforts. AFD met with officials of Blue Cross and Blue Shield to protest the rising rates to our members. Oct. 21, AFD signed the papers purchasing a new headquarters at 125 W. Eight Mile, Detroit.

At our October Elections Meeting, Phil Saverino of Phil's Quality Market was elected president of the AFD for 1976, to succeed Lou Vescio. Ed Acho, Jerry Yono and Ray Shoulders were elected vice-presidents, while Tom Violante was elected treasurer.

NOV. – DEC.
AFD met with Oakland County Sheriff Johannes Spreen regarding crime problems. AFD listed tips to help spot holiday shoplifters in our newsletter, The Food-A-Gram. AFD again protested proposed rate hikes by Blue Cross and Blue Shield. Ed Deeb appeared as a speaker at Warren's Guest Library.
AFD Coming Events

Feb. 17, 1976 – AFD’s Annual Trade Dinner and installation of officers to be held at the Raleigh House, Southfield. This is the industry’s big social event of the year, sponsored by AFD in behalf of food and beverage dealers at all levels. Companies interested in sponsoring portions of the banquet, or placing an advertisement in the program issue of The Food Dealer magazine (celebrating its 50th anniversary in 1976), or reserving banquet tickets, are invited to contact the association. In 1976, the AFD will celebrate its historic 60th anniversary of service to our industry. Plan to be on hand for the big celebration.

ASSOCIATED FOOD DEALERS

“Michigan’s Action Retail Food and Beverage Association”

125 W. Eight Mile Rd. • Detroit, Mich. 48203 • Phone (313) 366-2400

MEMBERSHIP APPLICATION

Name of Firm ________________________________
Address _____________________________________
City__________________________________________
(State) (Zip)
Owner’s Name _____________________________
Check One: Retailer □ Supplier □
Do you wish Blue Cross Coverage?
Yes □ No □

An Invitation to Join A.F.D.

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

ASSOCIATED FOOD DEALERS
125 W. Eight Mile Rd.
Detroit, Michigan 48203
AFD Plans Big 60th Anniversary Celebration

The Associated Food Dealers is planning a gala celebration in conjunction with our 60th anniversary coming up in 1976. In addition to it being our nation's Bicentennial, and our 60th birthday, The Food Dealer magazine is celebrating its golden 50th anniversary. All this in addition to the fact that we have moved into newer and larger quarters the association acquired at 125 W. Eight Mile Rd., Detroit, to help increase member services.

The big celebration will be held Feb. 17, 1976 at the Raleigh House, Southfield, when our 60th Annual Trade Dinner will be held. Individuals or companies may purchase their tickets from any of the AFD directors . . . or reserving tickets or tables by phoning the AFD office (313) 366-2400.

Pepsi-Cola Company will again sponsor the popular cocktail party prior to the dinner for the 10th consecutive year. As of printing deadline, the following firms have already committed themselves to sponsoring portions of the banquet and entertainment:


There is still some time left for any company to sponsor any portion of the banquet or entertainment. Or, you may reserve your advertisement in the AFD program issue of The Food Dealer magazine for our Feb. 17 banquet. You may do so by phoning Phil Lauri at (313) 923-1188 or at the AFD office, (313) 366-2400.
The Stroh Brewery Company, an AFD member, has promoted two women at the company. Linda A. McIlvane was named assistant to the planning manager-marketing department, and Carol A. Mahoney was named the first woman trainee in the company’s management and development training program.

* * *

Mark Davison has been named national sales manager for WWJ AM-FM, an AFD member, according to an announcement by James Blashill, sales manager.

* * *

Mrs. Diane Place, consumer specialist for the Detroit office of the Food and Drug Administration, was recently awarded her master of arts degree from Wayne State University.

* * *

William Herring has been named director of industrial relations for the Detroit Coca-Cola Bottling Company, an AFD member, according to an announcement by W. C. Hugli, Jr., president of the firm.

Northland Food Brokers, an AFD member, has announced its relocation to newer and larger quarters at 22150 W. Nine Mile Rd., P. O. Box 865, Southfield, Mich. 48075. The new phone number is 353-0222.

* * *

Kathawa Importing Company has announced it has affiliated with National Family Products in an effort to expand its product line and services.

* * *

James Scoggin has been named vice-president of sales for The Krolik Company, an AFD member, distributor of soft goods. Scoggin was formerly with Harold Lincoln Company, food brokerage, where he resigned to accept his new position.
"THANK YOU" FOR YOUR PATRONAGE

From These Fine

1975 Advertisers in THE FOOD DEALER Magazine

Abacus Inventory Specialists  H. J. Heinz Co.  Pepsi-Cola Company
American Bakeries  Home Juice Company  Peterson & Vaughan, Inc.
Anheuser-Busch, Inc.  Hussmann Refrigeration  Pfeister Company
Approved Inventory Specialists  Independent Biscuit Co.  Prince Macaroni of Michigan
Atlantic Service Company  Paul Inman Associates  Procter & Gamble Company
Awrey Bakeries  Interstate Marketing Corp.  Quaker Food Products
Better Made Potato Chips  Kaplan’s Whlse. Food Service  Raleigh House
Bowlus Sign Company  Kar-Nut Products Co.  RGIS Inventory Service
Carling Brewing Company  Kathawa Imports  Roth Young Agency
Clabber Girl  Keene Food Services  Spartan Stores, Inc.
Continental Baking Co.  George Keil Associates  Specialty Food Company
J. Lewis Cooper Co.  Kowalski Sausage Co.  Stroh Brewery Company
DANN Newspapers  Kozak Distributing Co.  Stroh Ice Cream
Darling & Company  L–K–L Packing Co.  Sun-Glo Pop
Detroit Coca-Cola Btlg. Co.  Land O’ Lakes  Superior Potato Chips
Detroit Food Brokers Assn.  Liberty Paper & Bag Co.  Top Value Enterprises
Detroit News  Harold Lincoln Corp.  Twin Pines Dairy
Detroit Rendering Co.  M & B Distributing Co.  United Brokerage Co.
Peter Eckrich & Sons  Marks & Goergens, Inc.  U. S. Cold Storage Co.
Farm Crest Bakers  McDonald Dairy Co.  United Wholesale Co.
Farm Maid Dairy  McMahon & McDonald, Inc.  Viking Food Stores
Faygo Beverages  Melody Dairy Company  Ward Foods (Tip Top)
Frito-Lay, Inc.  Michigan Lottery Bureau  Warner Vineyards
General Foods  Philip Morris, USA  Washington Inventory Service
General Mills  Multi Refrigeration  Wayne Oakland Bank
Gohs Inventory Service  National Brewing Co.  Wayne Soap Company
Grocers Dairy Company  Ny-Best Distributors  Wesley’s Quaker-Maid
Guzzardo Wholesale Meats  Observer & Eccentric Papers  Ira Wilson & Sons Dairy

And all AFD Member Firms — See Page 19

Associated Food Dealers — The Food Dealer

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TAX TOPICS

Tax-Saving Options for 1975

Editor’s Note — Mr. Miller’s column on the 1975 Tax Savings options is Part II of a two-part series. The first part appeared in our previous issue of The Food Dealer.

By MOE R. MILLER
Accountant and Tax Attorney

How to Defer Income.
If you are on a cash basis you can postpone income to next year as long as it isn’t realized in cash this year.

On services, this means you will not be taxed on any income until the debtor pays. If you hold off billing him till next year — or till so late in the year that no payment is likely in ’75 — you will not have taxable income this year. If you want to increase your ’75 income, note that this can be done by obtaining prepayment this year for services, etc., to be rendered in ’76.

If you are an employer, note that the Treasury holds that checks are paid in the year received by the employee rather than the year mailed. Thus if an employer mails checks on December 31 to employees out of town, the checks are taxable to the employees in ’76 when received.

Stock market capital gains: One of the simplest forms of income to defer from ’75 to ’76 is stock market capital gain, whether long or short-term. If the goal is to defer such income without risk of losing the present gain by waiting to sell in ’76, then make a short sale of your stock in ’75 and close the sale in ’76 by delivering your stock then.

U. S. Savings Bonds: If you have bonds which are maturing this year, you can defer the interest by holding on to the bond and not cashing them in under extension privileges granted by the Treasury. The pre-extension interest is not deemed constructively received; it need not to be reported until the bonds are actually redeemed.

How to accelerate expenses.
Another and possible easier way to cut taxable income in ’75 and raise it in ’76 is to accelerate expenses from ’76 into ’75.

Pay in ’75 all bills already received for expenses rather than deferring payment till ’76. On some expenses which would normally be incurred and deductible in ’76, you may choose to incur and pay them this year. If you’ve borrowed on life insurance policies, you must pay the interest in ’75 to get a deduction for it in ’75.

Prepay taxes not due till ’76 if possible.

Accrual basis taxpayers.
If you report on an accrual basis, you have two ways to add to ’75 expenses:

Make sure that all possible deductible liabilities are established.

You may be able to incur some expenses now which would normally not be incurred till ’76. For instance, catalogs and non-inventoried office supplies, etc., may be deductible this year if purchased now rather than in ’76.

Try to get maximum 20% first year depreciation.
A flat 20% depreciation is allowed for used or new tangible personal property (but not buildings) with a useful life of six years or more, for the next year the asset is bought. This is in addition to all other depreciation.
<table>
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<tr>
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<tr>
<td>Awrey Bakeries</td>
<td>522-1100</td>
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<td>Gottlieb Co.</td>
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<td>Independent Biscuit Company</td>
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<td>Kneippler's Bakery, Inc.</td>
<td>582-2520</td>
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<td>Land O'Lakes Creameries</td>
<td>834-1400</td>
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<td>(313) 232-0193</td>
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<td>562-3300</td>
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<td>Ny-Best Distributors</td>
<td>604-6534</td>
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<td>Sani-Del Acme Dairy</td>
<td>(317) 602-4854</td>
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<td>Lewis Sarver &amp; Company Milk O' Mat</td>
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<td>Chas. H. Shaffer Distributors</td>
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<td>Stroo's Ice Cream</td>
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<td>Twin Dip Freezers</td>
<td>584-7000</td>
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<td>United Dairies, Inc.</td>
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<td>Venos Food Corporation</td>
<td>858-6550</td>
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<td>Wesley's Quaker Maid, Inc.</td>
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<td>Wilt &amp; Sons Dairy</td>
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