

THE FOOD DEALER

"The Magazine for the Michigan Grocery and Beverage Market"

SUMMER, 1983



"A THIN LINE: IS IT SELF-DEFENSE OR MURDER?" written by Chief of Police William Hart, seated, and Executive Deputy Chief James Bannon, is the lead story in this issue of The Food Dealer. Turn to page 5.

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THE FOOD DEALER

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Special Birthday Cake

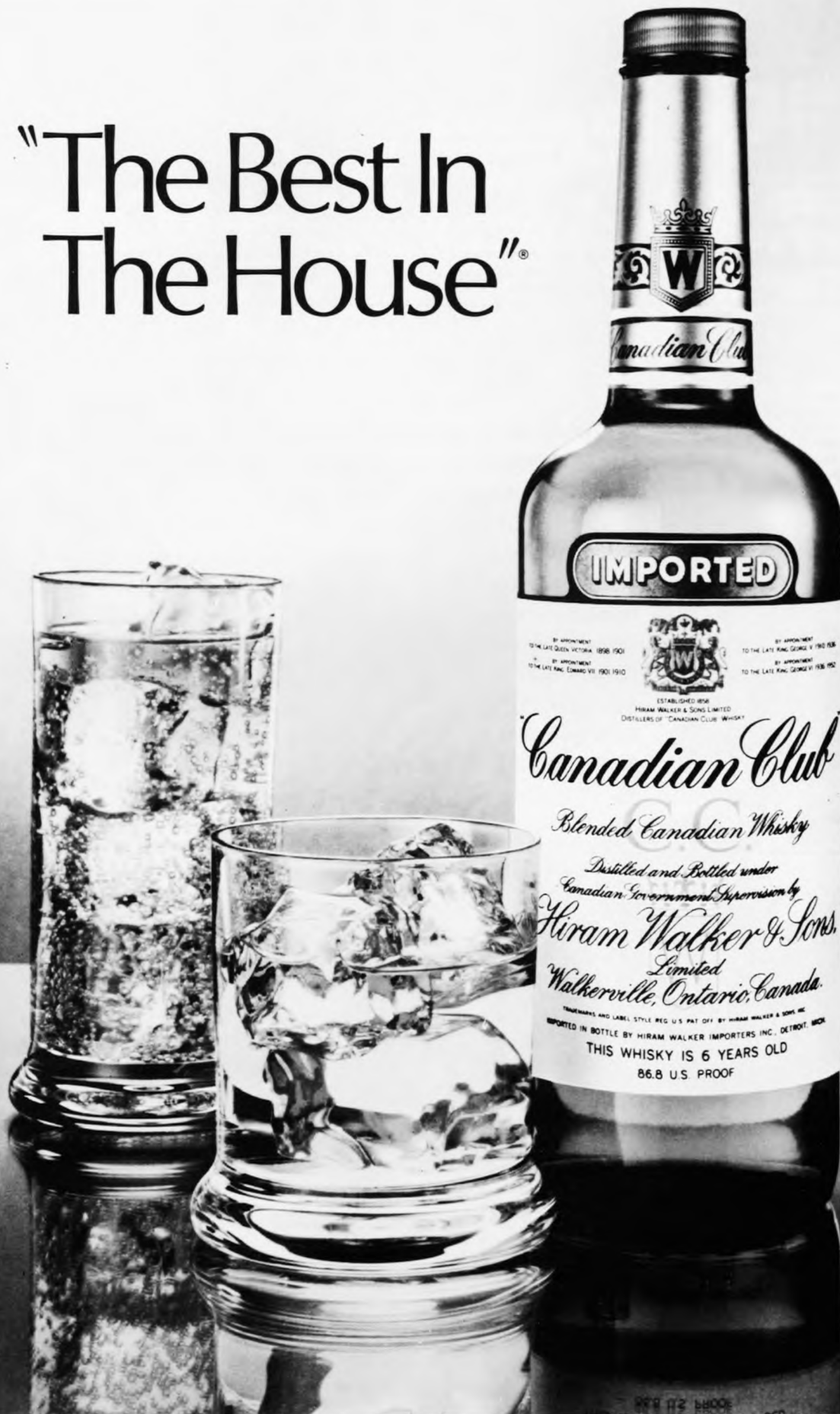
When Boblo celebrated its 85th birthday, the Sanders Bakery of Detroit, an AFD member, baked a cake. Not just any cake. A special cake. A cake that commemorated Boblo's 85 years and Sanders 108 years of service to the community.

Left to right cutting the incredible edible cake are Garnet Fox, Mayor of Amherstburg, the Ontario town that serves as the gateway to Boblo, and Jack Sanders, fourth generation member of the family who started the Fred Sanders Bakery. The two gentlemen were part of ceremonies on Boblo that emphasized both its history and its future under the ownership of AAA.

The Sanders Birthday cake was cut to serve two hundred people. The Brewer's Bakery of Amherstburg also baked a cake that was intended to serve several hundred more. In addition, Ogden Foods, concessionaires of Boblo Island, handed out several thousands of cups of complimentary ice cream and distributed as many balloons in good ol' birthday tradition.

Associated Food Dealers of Michigan and The Food Dealer magazine are affiliated with and have a good working relationship with the following professional organizations: Food Marketing Institute; U.S. Chamber of Commerce; Michigan State Chamber of Commerce; Greater Detroit Chamber of Commerce; American Society of Association Executives; Association of Executives of Michigan; Association Executives of Metro Detroit; The White House Conference On Small Business; The Michigan Conference On Small Business; New Detroit, Inc.; and The Detroit Press Club.

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The House"



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A THIN LINE

Is It Self- Defense Or Murder?

By
William L. Hart, Chief of Police
and
James Bannon, Executive Deputy Chief
Detroit Police Department

In recent years, retail food dealers have taken more than their share of unfavorable publicity in the press as a result of incidents where a person has been shot by a merchant defending his store or safety. The publicity was unfavorable because some of the merchants in question were on the wrong side of the line between self-defense and murder... or another crime less than murder, such as felonious assault.

The excessive publicity given to these instances could lead the average citizen to believe that their local grocers and party store operators are more likely to take illegal action in defense of their property than those in other professions. This is an unfair — and erroneous — conclusion.

Actually, there have been but few instances in the City of Detroit during the past year where a food retailer has shot and killed a person in the course of his business operation, and one of those was actually a restaurant owner. When considering the many hundreds of homicides that — unfortunately — take place in the city during a year, you can see that these are actually unique incidents.

Much of this problem of unfavorable publicity

has been due to subsequent picketing and public demonstration against the merchant that has become involved in such a situation. These ad-hoc groups are quite vocal, and bound to attract the attention of the media. Further, the deceased is most often a neighborhood resident, well known to the merchant and the community.

Let's take a look into the "self-defense" doctrine, and then look into where these few incidents went wrong. The law, as viewed in the United States, holds that human life is not to be lightly disregarded. The law will not permit it to be purposely destroyed EXCEPT under extreme provocation. The law which makes it excusable — under certain conditions — is really meant to INSURE protection of life.

This high regard for human life under the laws of the State of Michigan is emphasized in the fact that there is no death penalty in our state for even the most serious of crimes.

Before the claim of 'self-defense' is available to an accused person, it must appear that the person was

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● ABOUT THIS STORY

To help alleviate tensions in the City of Detroit between residents and merchants, following a recent shooting incident, Associated Food Dealers requested the Detroit Police Department to prepare this story which AFD promised to re-

print — not only in *The Food Dealer* — but separately as well to be distributed to all grocers and food distributors in the Detroit area. Please take time to read this feature story. It is important. Also — please do your part to promote good community relations, peace, and harmony where you do business.

Off The Deeb End

EDWARD DEEB
AFD. Executive Director



FOOD STAMP FIASCO GETTING WORSE

Food retailers and trade associations in some parts of the country have stepped up their pressure on the Federal government to outlaw bank fees for redeeming food stamps on a voluntary basis following a recent unsatisfactory meeting with bank industry officials on the issue.

With national groups — Food Marketing Institute and the National Grocers Association — in the forefront, the retailers, including Associated Food Dealers, are asking the U.S. Dept. of Agriculture to prohibit bank fees which are averaging almost 3¢ a stamp, charging this practice is an unfair burden on markets, which operate on less than a low one percent profit picture already.

The on-going fiasco involving the USDA, the federal government, the Congress, food stamp recipients, retailers and now bankers, is getting worse instead of better.

As our members already know, AFD has long contended that there is already a lack of "due process" which exists with USDA policy regarding a lack of a warning and fine system for violations of the Food Stamp Act.

It seems, as usual, those doing the most to make the system work — in this case the retailer — is caught in the middle of a national debate on the food stamp issue, and again, is unfairly being penalized in some parts of the country where banks are starting to charge retailers a fee for depositing the stamps into their bank accounts.

My, what a short memory the USDA in particular and the government in general have. The food stamp program was successfully pilot-tested in Detroit in 1961. Officials at the time practically begged retailers to participate in the program, and urged AFD to assist in helping get the program off the ground. At the time, they admonished that without the retailers' help, the food stamp program would not succeed. The USDA people stated they would ever be grateful to retailers if the program were to be a success.

Now, 22 years later, the USDA and the government lacks the guts to intercede on their own to insist there will be no charges nor penalties imposed on retailers who accept the stamps at no charge to either recipients or the government.

In the past two decades, the (USDA) has concentrated on citing retailers for violating stamp rules, but virtually ignored stamp recipients and their violations. They have cut back the eligible number of retailers and/or wholesalers who could participate in the program. They have not developed a fair due process warning and fine system for violators, instead revoke licenses after USDA people literally entrap and coerce retailers to violate rules by sending people into stores to threaten retailers if they do not sell ineligible items.

Perhaps the best answer would be to have all retailers voluntarily eliminate accepting food stamps in their stores. Then what would USDA and the government do? They would be up the creek without a paddle, that's what.

The system in place now is the best the government has. They would do well to work with the retailers, and by so doing, help keep their costs down to a minimum. The USDA should start showing appreciation to the merchants who are so vital to them. It's long overdue.

Budweiser and Bud Light

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The Chairman's Message

LARRY JOSEPH
AFD Chairman



RETAILER-COMMUNITY COALITION HELPING REDUCE TENSIONS

For the past several months now, a coalition of community organizations, including Associated Food Dealers, have been meeting to discuss ways to improve community relations between Detroit residents and Middle Eastern store owners.

All in all, AFD has insisted these discussions be a two-way street. Namely that agitators and others who harrass merchants in the community must be dealt with, as well as tense retailers who may over-react in a confrontation.

(In another section of this issue of *The Food Dealer*, an article jointly by-lined by Detroit Police Chief Hart and Deputy Chief Bannon deals with the need to have a gun in your store, and when or when not to use it.)

So far the discussions with the coalition of organizations under the sponsorship of the Concerned Citizens Council have been positive and fruitful, resulting in the setting of four immediate goals. These goals are: (1) Stop violence involving community residents and store owners; (2) Reduce the use of firearms by grocers by promoting an understanding of the laws and proper uses of weapons; (3) Establish a communications network for the purposes of immediate response in preventing possible crisis situations; and (4) Improve community relations between businesses and residents on an on-going basis.

Objectives of this coalition are to (1) develop a crisis intervention vehicle that is accessible and responsible to both the merchants and residents; (2) tie into a Crisis Intervention Team (CIT) all components, business and community, that are necessary to fulfill the crisis response function, as churches, police, businesses and community groups; (3) Develop a Hotline as the first level of response, which will be accessible to merchants and citizens; (4) advertise the Hotline and CIT program extensively throughout the community and among grocers; (5) re-educate grocers regarding the perceptions of the Black community and the proper method for relating to Black community/customers and encourage residents to better understand the store owners.

Recently, the coalition concluded a series of community public forums, whereby residents and food dealers alike were given a chance to express concerns about problems they were experiencing. To date forums have been held with the Detroit Police Dept., Black Ministers Association; merchants themselves expressing frustrations; and a public in-put forum on both the east side and west side of Detroit. The coalition plans to meet regularly and ultimately implement the Crisis Network.

Participating in the coalition, in addition to Associated Food Dealers, includes the Detroit Chapter NAACP, Detroit Urban League, Detroit Police Dept.; Detroit Association of Black Organizations, and the Black grocers organization. Representing the food industry and AFD on this coalition council are past-presidents Tony Munaco and Jerry Yono; Michael George, Sam Dannou and AFD's Ed Deeb, in addition to myself.

At this time, I would like to state that it is fortunate that our industry has an aggressive and dynamic group such as AFD to immediately respond and get involved in various community situations as they involve our members. As chairman, I want to assure our members we will continue to take a strong leadership position in community and public relations.



It's nice when people know your name.

According to a recent study of well-known national trademarks by Public Relations Journal, Elsie was the most widely recognized. Over 93% of the people questioned identified Elsie with Borden.

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If it's Borden, it's got to be good.



How To Compute Deductible Auto Expenses

by **George Shamie, Jr.**, CPA/AFD Certified Public Accountant

In order for automobile expenses to be deductible as a business expense, you must be able to establish that the use of your auto is related to your trade or business, or some income producing activity. Only those expenses attributable to business use are deductible as such. Personal use of your auto is of course not deductible, except for those items that qualify as itemized deductions.

The following cost items are deductible to the extent they pertain to business use:

Gas, oil, repairs, maintenance, car washes and waxes, parking fees, tolls, motor club memberships, registration fees, license plates, sales tax, operators license fees, insurance, loan interest, depreciation and casualty and theft losses not covered by insurance.

If an individual's auto is used, in part for business, and for personal purposes, then maintenance and depreciation expenses must be allocated. Generally, apportionment is made in terms of miles driven during the year.

Example: If the owner or employer of a produce market drives his personal car 15,000 total miles in a given year and his mileage records

show he drove 7,000 miles for business purposes, he would be entitled to deduct 7/15 of his total operating costs (including depreciation). If such costs amount to \$4,000.00, he could deduct \$1,867.00 as a business expense.

Another way to deduct automobile expenses without having to keep track of all actual expenses of operation is to use the standard mileage allowance. Currently, the Internal Revenue Service allows a flat mileage allowance deduction of 20¢ a mile for the first 15,000 miles and 11¢ a mile thereafter. The mileage rate cannot be used for a vehicle that is used for hire. Also, if an auto used for business is considered fully depreciated, a mileage rate of 11¢ is to be used. "Fully depreciated" means an auto that has been driven over 60,000 business miles after 1979. This method is considerably easier. However, the taxpayer must still keep adequate records of the mileage, time, place and business purpose.

It should be noted that the standard mileage rate is in lieu of taking deductions for actual auto expenses. Thus an individual cannot take the standard mileage allowance and also take separate deductions

for license plates, insurance, depreciation, gas, etc. However, even if the standard mileage allowance is elected, loan interest, parking fees and tolls that relate to business are deductible in addition to the standard allowance.

Auto expense deductions can be claimed by a taxpayer, generally by filling out Federal Form 2106, "Statement of Employee Business Expenses". Sole-proprietors businesses who file a Schedule C, Form 1040, "Profit or (Loss) From Business or Profession" account for this expense on this form, and those related to rental and royalty properties are accounted for on Schedule E, Form 1040, "Supplemental Income Schedule".

All things being considered, it is important to note that, given today's price of cars and the advantages of the accelerated cost recovery system of depreciation and investment tax credit, it may be to your benefit to deduct auto expenses based on the actual cost method. Remember, if you choose this method you must keep good records. It may involve more effort on your part, but when April 15th comes around, you will be glad you did!

New Tax Break For Employers

Would you hire summer help if it cost you less than \$1.00 an hour. The federal government has made that possible for employers by adding a new provision in the Targeted Jobs Tax Credit (TJTC). When an employer hires a 16 or 17 year old economically disadvantaged youth, that employer can receive an 85 percent tax credit on the first \$3,000 in wages paid. The 85 percent tax credit applies only when hiring

summer help. Employment may extend for any 90 day calendar period or less between May 1 and September 15, 1983.

The Revenue Act of 1978, and the resulting Targeted Jobs Tax Credit programs were created to help individuals secure jobs in the private sector. The new summer provision to this tax credit will help meet the employment needs of its targeted population (16 or 17 year

old economically disadvantaged youth). Not only does the program offer an 85 percent tax credit that is appealing to a wide range of potential employers, but can also prove to be financially beneficial.

Take advantage of your financial resources this summer, "Hire a Youth."

For further information, contact the MESC, TJTC Unit toll free number 1-800-482-2959.

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Detroit, MI 48226

National Retail
Sales Department
Bill Hayes, Director
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A THIN LINE

(from page 5)

without fault, and did not start the conflict. It must also appear (from the point of view of the accused person) that at the time there was immediate danger of loss of life or the suffering of some serious bodily injury... and there was no way to avoid a confrontation.

Where an accused person offers a plea of self-defense, the belief that there was imminent danger must not only be honest, but must also be REASONABLE, in view of the surrounding circumstances. To determine whether the action was reasonable, the court will consider how another person, in the same situation, would have reacted.

Let's examine one recent case involving a food retailer which received considerable publicity without naming the location or the people involved.

A grocer had been experiencing considerable trouble with vandals damaging his car, which he usually parked next to his place of business. Hearing glass breaking, the grocer exited his store to discover that a brick had been thrown through the windshield of his car. He also observed a 17-year old man walking away from the area.

The grocer called into the store for an employee to come and help him. The employee responded, and together they chased after the man the grocer had seen, catching up to him a short distance away. The

employee began to beat the man with a stick, and the grocer then shot the man several times with a handgun. The "suspect" died of a gunshot wound to the chest.

Investigation of the case later revealed that the dead man was not even the one who had thrown the brick through the windshield of the automobile. The grocer was charged with 1st degree murder and is presently awaiting trial.

Certainly, this is an extreme case. It should in no way be reflective of retail food merchants any more than when one fireman out of hundreds of thousands is charged with arson. One hopes that the general public, in reading of this incident, will be objective in their conclusions.

In this incident, of course, there was no threat to the personal safety of the grocer. That his car had been vandalized gave him no right to use fatal or life threatening force. He is, indeed, in serious trouble. Even if the man he saw HAD been the one who damaged his car, the action taken was wrong... 100% wrong.

A party store owner in a northern suburb was working the counter last year when a bandit walked in, displayed a gun, and announced a holdup. As the owner opened the cash register, the bandit fired a shot, striking the owner. He fell to the floor. His wife, working in the back, heard the commotion and responded to a doorway with revolver kept in the store. The bandit saw her and fired a shot which went wild. She returned the fire, fatally wounding the man.

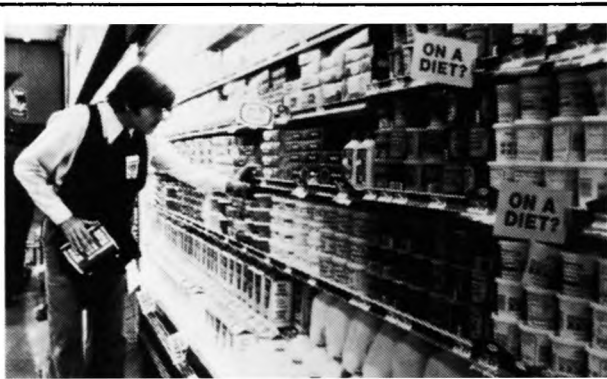
In this case, review of the circumstances by the county prosecutor resulted in no charges being filed. She was perfectly within the guidelines of the self-defense laws, actually PROTECTING LIFE by taking one. Her husband was in mortal danger of his life; she, also, was in immediate and severe danger of losing hers. (Her husband, incidentally, has recovered from his wound.)

The differences between these two cases are fairly obvious. The police are vitally concerned the retail merchants are aware of the criminal liabilities that can result from defending property in an illegal manner. The merchant must be equally as concerned. In addition to the criminal liabilities, there are also considerable civil liabilities which may see a merchant lose a life's financial work through civil litigation... losing thousands, if not millions, of dollars through a civil law suit. In addition, as is often the case, they are forced to sell or close the business if in fact it is not burned as a protest by members of his community who feel outraged by the unwarranted death.

We are aware that many grocers feel that they have an excessive burden to bear in the numbers of shoplifters they are forced to put up with. Retail stores, being generally open to the public, seem to be natural, attractive targets to thieves. While even one crime against a retail merchant is a shame, figures do not necessarily bear out ideas that markets experience 'excessive' crime.

Figures for 1981 in Detroit indicate that armed

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New Scanner Exposing Food Stamp Fraud

Fast "FREDI" (Fraudulent Redemption Identification) is uncovering fraud and saving taxpayers' dollars in the Food Stamp Program.

FREDI is not an undercover agent, but a highly sophisticated computerized scanner capable of pinpointing retail grocers who attempt to cash food stamps illegally.

FREDI is a part of "Operation Awareness," the U.S. Department of Agriculture's latest effort to reduce fraud, waste and abuse in the \$11 billion Food Stamp Program. Federal, state and local governments are working together to emphasize accountability and strengthen public confidence in the Food Stamp Program.

"We are now able to use the computer to identify unauthorized redemption certificates and get the word out to our field offices for fast action," Said Monroe Woods, Midwest Regional Administrator of the USDA's Food and Nutrition Service. "Instead of taking six to seven months to identify these problems, FREDI lets us respond in 30 to 60 days. If there is any improper behavior, we can move much faster against the offending party," Woods said.

During Fiscal Year 1982, 13 out of the 3,531 retailers in neighboring Indiana authorized to participate in the Food Stamp Program were disqualified from accepting food stamps for varying lengths of time when it was discovered they had abused the program.

Under stiffer provisions recent-

ly enacted by the Congress, retailers who are found to be abusing the program can be disqualified from six months to five years for the first offense, one year to 10 years for the second and permanently for the third.

"These sanctions apply to

retailers who accept food stamps for non-food items such as cigarettes, alcoholic beverages or cleaning products," explained Woods. "If a retailer is found trafficking in food stamps, he will be disqualified permanently for the first offense, stressed Woods.

The Importance Of Older Consumers

In 1980, more than 25.5 million Americans were over the age of 65. By the year 2000, this group is expected to number 35 million. Ninety-five percent of older citizens live in independent households in the community and represent, as consumers, \$26 billion in food sales.

As a result of these statistics and other research trends, the Food Marketing Institute (FMI) and the American Association of Retired Persons (AARP) developed a joint program designed to help food retailers better understand and meet the needs of older customers.

Program suggestions came from food retailers who have already established community programs to serve older citizens. The project was guided by an advisory committee comprised of FMI and AARP members. In addition, input from the food marketing industry came from the consumer affairs, home economics, advertising, com-

munications and personnel training sectors of the industry.

The program package, titled "Aging — Everybody's Doing It: A Supermarket Guide to Older Shoppers," provides suggestions and ideas for store level and community programs to enhance the shopping experience of older consumers.

The program is divided into four specialized areas: a Community Program Guide for Supermarkets; a Store Manager's Guide; A Store Employee's Guide; and a booklet entitled, "Make Your Food Dollars Count". Each section offers practical tips to make older consumers' shopping easier and more enjoyable.

Even though research has revealed that older men and women generally have a positive attitude toward supermarket shopping, they do have some unique needs. This program seeks to identify these needs and to enhance the shopping experience of older consumers.

A THIN LINE

(from page 12)

robbery took place in 118 groceries or supermarkets and 159 party stores. Yet there were a total of 14,797 robberies in Detroit during that year, and objective review indicates the proportion of robberies to robberies in grocery/party stores is not of epidemic proportions.

Similarly, of 46,224 burglaries in Detroit, 1,030 took place in grocery stores and 575 took place in party stores (the leading target, incidentally, was private homes, with 25,423 such crimes reported to the

police).

This is not to say that food retailers do not have crime problems. Certainly, they do, and certainly, the police are concerned about it. The figures tend to indicate, however, that the problem is not uncontrollable.

Retail food merchants are vital to our society. We need them throughout our neighborhoods, and we need them to be free of fear. Let us suggest that each of you review the concepts of "self-defense" with your partners, your employees, and your families.

Don't lose the efforts of a lifetime in one moment of anger.

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Guard Against The "Single-Issue Problem"

By **Frank D. Register**, Senior Counsellor
Food Marketing Institute

There has been a change taking place in the way that businessmen regard their role with respect to government, but perhaps more change is needed. Only a few years ago, most businessmen regarded dealings with government as something to be delegated either to their trade associations or to their staff lawyers. But it became apparent, in the years of expanding government, that delegation without personal involvement did not achieve the objectives. Personal involvement was needed, because members of Congress or members of a state legislature, are most responsive to the concerns of the people back home. The time of the influential one-on-one Washington lobbyist has long ago seen its day.

In the 1970's, businessmen began to be more active in government matters, as government's presence became more and more a

factor in the way they were able to operate their companies. Changes did take place, and the federal government became more sympathetic to the problems of trying to maintain and operate the free enterprise system, on which a healthy economy depends.

Once the changes were perceived to be taking place, businessmen, to too great an extent, returned to their old ways, becoming less interested in what their government is doing, and of course, setting the stage for a return to the previous condition that existed. Businessmen, by nature, simply want to concentrate on improving the conditions of their enterprise through the traditional means of more operating efficiency, better sales, and a better market share.

However, a companion change has also been taking place. A conservative federal government has been

in place recently, but the state legislation at the state level is just as damaging, and just as costly, as it is at the federal level, and has not diminished. The focus has shifted away from Washington to the state capitals.

It is a fact of life that our governments, state, federal and local, are partners in our business, whether we want it that way or not. Taxes and regulations are going to be with us. To ignore a factor that affects the health and future of your business is short sighted in the extreme.

Association executives who must alert their members to government problems often complain of the "single issue" syndrome. When a bottle bill, for example, is first introduced in a state, urgent bulletins and phone calls are made, and the industry people rally around and try to get their views to those who will decide whether the bill becomes a law. Perhaps the matter will be settled with the bottle bill defeated, this year, but next year the same situation will likely prevail. When the second appeal is made for the industry to act, the crisis seems less real, and the chances for a bill's passage thus improved.

The answer to this situation is for businessmen to accept the fact that the relations with government are a constant, never-ending activity that will continue for the foreseeable future. You can get help and guidance from your association, but it cannot do the personal contact work in the way that you can do it. Government relations should be added to the chart of permanent duties along with customer relations, employee relations, and supplier relations. When this is done, dealings with government will become a fundamental and more successful activity, and not a sudden crisis which must always be dealt with on an emergency basis.



Stark & Company Gets Big Sales Award

Stark & Company, an AFD member, recently received a "Million Dollar Sales Award" from Andes Candies, Delavan, Wisconsin, manufacturers of Andes Creme de Menthe candies. Chief executives of the manufacturer came to Detroit to make the presentation. Pictured, from left to right, are: Stephen McMichael, Andes director of sales; Randall Odom, vice-president confections, Stark & Company; John Timpson, president, Andes Candies; Cindy Spicer, Stark & Company; Werner Stark, president, Stark & Company; and David Lang, vice-president marketing, Andes Candies.

Grocerypac: Your Focus On Legislative Activity

Government is growing like a runaway weed. And, like a weed, it is all but uncontrollable.

Bottle bills, excessive taxation, and poorly thought out regulations, prevail in Congress. Our elected representatives seem more and more detached from those they are charged to represent.

The little guy, the small businessman, and the entrepreneur are all but powerless by themselves. But together they can constitute an irresistible force to combat the immovable object of today's excessive

legislation.

Grocerypac, a voluntary, non-partisan, non-profit, unincorporated association composed of various members of the food industry, is organized exclusively to raise funds to protect and perpetuate industry interests and objects in Michigan.

But, like a chain, Grocerypac is only as powerful as its weakest link. Its links must be strengthened if we are to be able to resist and reverse the trend toward anti-business legislation.

That's where you as a

businessman come in. If you're tired of the way things are being run, if you believe we need people who are more responsible to make government work, then we urge you to support Grocerypac and help us select candidates for the state legislature who will do the job and do it well.

• •

Phone 366-2400 for more information on Grocerypac, or write to AFD, 125 West Eight Mile Road, Detroit 48203. Do it today. Your involvement is important!

Advertising Tips:

These suggestions, offered to help make your advertising efforts more productive, were written by Murray Raphel, for the Food Marketing Institute (FMI) newsletter.

TEN DO'S...

(1) Do sell benefits. Have your headline promise a benefit. The average newspaper reader spends four seconds on each page. That includes all the news stories AND all the ads.

(2) Do sell news. Make it noteworthy. Tie it into the season and/or local event.

(3) Do sell facts. How can you tell if a melon is ripe? How can less expensive beef be just as tasty. Be specific with sizes and prices.

(4) Do Sell Your Store. Food stores spend more than 25% of their budget on institutional ads. The reason: If all food stores look alike, why should I come to you? David Ogilvy once said "every advertisement is an investment in yourself." Do your ads "look" like you store?

(5) Do use line art. Photographs do not make food appetizing. Who wants to buy black and white food?

(6) Do repeat winners. If an item is a big seller, run it again. Even if the results are half as good, that's probably twice the sales of other advertised items.

(7) Do give me a reason to buy. Or I'll read the competition's ad instead.

(8) Do be warm and friendly in the words you use. Write as if you were talking (or writing a letter) to a friend. Friendly copy means a friendly store.

(9) Do solve a buying problem. I didn't know your store carried truffles! Mention the exotic and unusual in your usual ads. Makes your store something special.

(10) Do urge action to buy now!

TEN DON'TS...

(1) Don't be dishonest. No exaggeration. Say what you have and how many for how much.

(2) Don't copy cat. If the competition insists on listing all 10,000 items in their store in each ad, don't follow their lead.

(3) Don't clutter. Give me some "white space" for my eyes to relax when looking at your ad.

(4) Don't box me in. Eliminate those triangles, circles, stars and explosions that hold your prices.

(5) Don't be disorganized. Place items in the ad so it is easy to read and follow.

(6) Don't lump unrelated items. I would not find bread in the frozen food cases in your store so why is it together in your ads?

(7) Don't be dull. Make me want to taste those strawberries, smell that bacon, hear the sizzle. Use adjectives that make me want to buy.

(8) Don't forget basics. Name, address, telephone number.

(9) Don't insist on full page ads. Having a column of news copy on the sides of your ad will increase the readability and consider small space ads as referrals to your big ad. Some of your customers only read the sports pages. Or the society. Or the comics.

(10) Don't be locked in by last year's decisions. Just because 65% of your budget was used for newspaper in the past doesn't mean it must be in the future. Rethink and rethink radio, TV, billboards, Direct Mail...

16 New Supplier Members Join AFD

HARRY BECKER PRODUCE COMPANY, wholesale distributors of fruits and vegetables, 7201 W. Fort Street, Detroit, Michigan 48209; (313) 841-2500.

CONFECTION CONNECTION, wholesale distributors of baking needs, 31756 Wixson, Warren, Michigan 48092; (313) 268-0299.

C.W.K. FOOD ENTERPRISES, INC., food broker, 4620 Laurel Club Circle, West Bloomfield, Michigan 48033; (313) 851-2329.

DIA CENTRAL, INC., provider of security systems, video cameras, etc., 13281 Northend Avenue, Oak Park, Michigan 48237; (313) 399-0600.

DANNON COMPANY, INC., producer and distributor of yogurt and other dairy products, 27480 Wick Road, Romulus, Michigan 48174; (313) 946-7210.

FINANCIAL GUARDIAN, INC., insurance agency, and one of the agents for AFD's self-insured

worker's compensation program, 3221 W. Big Beaver, Suite 308, Troy, Michigan 48084; (313) 1-649-6500.

GAYL-INN CORPORATION, distributor of fast food equipment, 19223 Merriman, Livonia, Michigan 48152; (313) 471-4080.

INTRO MARKETING, in-store demonstrations and product tasting and testing, 737 Arlington, Birmingham, Michigan 48009; (313) 646-8655.

LAYMAN DISTRIBUTING COMPANY, wholesale distributors of bakery products, 2450 Richfield Road, Flint, Michigan 48506; (313) 1-736-5680.

MARINER FINANCIAL GROUP, general insurance agency and one of the coordinators of AFD's self-insured worker's compensation program, 29865 Six Mile Road, Livonia, Michigan 48152; (313) 261-4720.

ANNE MICHAELS FLORAL DESIGNS, florist, retail gift shop, local and out-of-state wire service, Pine Lake Mall, West Bloomfield, Michigan 48033; (313) 855-5406.

AKRAM NAMOW, CPA, bookkeeping, accounting, for individuals, partnerships and corporations, 16445 W. 12 Mile Road, Suite 206, Southfield, Michigan 48076; (313) 559-6040.

PRO DEMOS, INC., in-store demonstrations, product tasting and testing, 39712 Villagewood, Novi, Michigan 48050; (313) 348-3050.

R.G.I.S. INVENTORY SPECIALISTS, complete inventory service for retailers and wholesalers, 9050 Fifteen Mile Road, Suite 1, Sterling Heights, Michigan 48077; (313) 979-1810.

RETAIL DEMONSTRATIONS, INC., in-store demonstrations and product presentations, survey work, temporary retail people, 11368 Kelly, Detroit, Michigan 48224; (313) 527-2882.

ROW-BUR DISTRIBUTORS, full-line distributor of delicatessen foods, 2261 Star Court, Auburn Heights, Michigan 48057; (313) 1-852-2616.

These new members, and all AFD supplier and service company members, and advertisers, deserve your support and patronage. Please refer to the AFD Suppliers' Directory in this publication. For convenience sake, post near your phone. To keep up to date, use the Directory from each new issue of The Food Dealer.



"I never could save a dime 'till I joined my credit union."

No matter how big the paycheck, most people never seem to be able to set any money aside. And these days it's even tougher.

But we can help. Credit unions understand people and people's needs. That's why many credit unions offer a lot of different ways to save. Including payroll deduction.

With a payroll savings plan, one of those deductions on your payroll stub belongs to you. It's deposited in your credit union account and earns good dividends.

Stop by today and let us get you started saving for your future with a payroll deduction plan designed to match your goals.



28727 Dequindre, Madison Heights, MI. 48071
Phone: (313) 547-0022

New NFBA Directory Available

The 1983-84 edition of The National Food Brokers Association Directory of Members was completed recently and mailed to NFBA members and manufacturers on the association's mailing list.

Manufacturers interested in receiving a copy of the new directory or other materials concerning food brokers should send their requests, on company letterhead, to: NFBA Business Development Department, 1010 Massachusetts Avenue, N.W., Washington, DC 20001.

Support These AFD Supplier Members

Unless indicated otherwise, all phone numbers are in area code (313)

ASSOCIATIONS:

American Lamb Council 592-1127

BAKERIES:

Allen's Biscuit Co 924-8520
Archway Cookies 532-2427
Awrey Bakeries 522-1100
B&C Distributors 843-2898
Confection Connections 268-0299
Entenmann's 464-8008
Franchise Bakery, Inc. (1) 674-4671
Grennan Cook Book Cakes 896-3400
Oven Fresh 537-2747
Independent Biscuit Co 584-1110
Koeppinger's Bakery, Inc 967-2020
Layman Distributing Co. (1) 736-5680
Pepperidge Farms 435-2145
Fred Sanders Co. 868-5700
Schafer Bakeries (517) 386-1610
S & M Biscuit Dist'g Co 893-4747
Stella D'Oro Cookies 893-4747
Taystee Bread 896-3400
Vincent Trescone Co. 977-6634
Wonder Bread 963-2330

BANKS:

Comerica, Inc. 222-3898

BEVERAGES:

Abe Cherry Distributors 923-0044
Action Distributing Co 591-3232
Anheuser-Busch, Inc 642-5888
Bellino's Quality Beverages 675-9566
Canada Dry Corp. 937-3500
Coca-Cola Bottling Co 897-5000
J. Lewis Cooper Co. 835-6400
EverFresh Juice Co. 755-9500
Harvey W. Ewald & Assoc 527-1654
Faygo Beverages 925-1600
G. Heileman Brewing Co. 941-0810
Hubert Distributors, Inc. 858-2340
Kozak Distributors, Inc. 925-3220
Don Lee Distributors, Inc 584-7100
L & L Liquor Sales 362-1801
L & L Wine Co 491-2828
McInerney's Syrup Co 477-6333
Harold P. Melochie Co 534-1860
Metes & Powers, Inc 682-2010
Metroplex Beverage Corp 897-5000
Miller Brewing Co 465-2866
Mohawk Liqueur Corp 962-4545
Needham & Nielsen Sales 476-8735
O'Donnell Importing Co 386-7600
Pabst Brewing Co 525-7752
Pepsi-Cola Bottling Co 362-9110
Jos. Schlitz Brewing Co 522-1568
Seagram Distillers Co 354-5350
Seven-Up Bottling Co 937-3500
Stroh Brewery Co 259-4800
H.J. Van Hollenbeck Dist's 469-0441
Vernor's RC Cola 833-8500
Viviano Wine Importers 883-1600
Hiram Walkers, Inc. 851-4800
Warner Vineyards (616) 657-3165
Wayne Distributing Co 427-4400
Vic Wertz Distributing Co 293-8282
E.J. Wiefman Co 521-8847

BROKERS,

REPRESENTATIVES:

Acme Food Brokerage 968-0300
American Food Assoc 478-8910
Bob Arnold & Assoc 646-0578
Chuck Batcheller Co 559-2422
J.M. Bellardi & Assoc. 772-4100
B-W Sales 546-4200
City Foods Brokerage Co 894-3000
Conrady-Greenson & Assoc 335-2088
Continental Food Brokerage 525-1120
C.W.K. Food Enterprises, Inc. 851-2329
Embassy Distributing 352-4243
Estabrooks Marketing 553-3637
Five G's Food Brokers 286-8555
Paul Inman Assoc 626-8300
Harold M. Lincoln Co 477-0900
McMahon & McDonald 477-7182
Marks & Goergens, Inc 354-1600
Mid-America Food Brokers 478-8840
Nationwide Food Brokers 569-7030
Northland Marketing 353-0222
J.B. Novak & Assoc. (1) 752-6453
The Pfeister Co 591-1900
Sahakian, Salm & Gordon 968-4800
Sosin Sales Co 557-7220
Stark & Co 358-3800

James K. Tamakian Co 352-3500
UBC Marketing 471-1480
John West & Assoc. 360-0536
Wiltsie & Company 525-2500

CANDY & TOBACCO:

Fontana Brothers, Inc. 897-4000
J & J Whistle Tobacco & Candy 754-2727
Mich Whistle Tobacco & Candy 923-2808
Quality Distributors 538-2961
Royal Tobacco & Candy 892-0460
Universal Cigar Corp. (212) 753-5700
Wolverine Cigar Co 554-2033

CATERING HALLS:

Royalty House of Warren 264-8400
The Southfield Manor 352-9020

CONTRACTORS:

John L. Ward & Co 645-1677

CREDIT UNIONS:

AFD Credit Union 547-0022

COUPON REDEMPTION:

Associated Food Dealers (313) 366-2400

DAIRY PRODUCTS:

The Borden Co 583-9191
Dannon Company, Inc 946-7210
Tom Davis & Sons Dairy 894-0022
Detroit City Dairy, Inc 868-5511
Detroit Pure Milk (Farm Maid) 837-6000
McDonald Dairy Co (313) 232-9193
Melody Farms Dairy 525-4000
Najor's Dairy Co 861-7050
Sherwood Dairy Distributors 375-1721
Stroh's Ice Cream 961-5843
Vitale Dairy Services 755-0120
Weiss Distributors, Inc 552-9666
Wesley's Quaker Maid, Inc 883-6550
Ira Wilson & Sons Dairy 895-6000

DELICATESSEN:

Dudek Deli Foods (Quaker) 891-5226
Row-Bur Distributors 852-2616

DENTISTS:

Richard E. Klein, DDS, PC 547-2910

EGGS & POULTRY:

Eastern Poultry Co 875-4040
Linwood Egg Co 524-9550
Orleans Poultry Co 931-7060

FISH & SEAFOOD

Al Deuel Trout Farm (1) 784-5427
Great Lakes Fish & Seafood 368-6050
Hamilton Fish Co, Inc (1) 832-6100
Michigan Food Sales 882-7779

FLORISTS:

Livernols-Davison Florist 933-0081
Anne Michaels Floral Designs 855-5406

FRESH PRODUCE:

Harry Becker Produce Co 841-2500
Ciaramitaro Bros., Inc 567-9065
Cusumano Bros. Produce Co 921-7100
Hadley Fruit Orchards 569-7030
H.C. MacClaren, Inc 841-3854
Tony Serra & Sons Produce 758-0791
Faro Vitale & Sons 393-2200

ICE PRODUCTS:

Midwest Ice Corp 868-8800

IMPORTERS-EXPORTERS:

Dalaia-International & Assoc 353-2722
Energy International Corp 362-4266

INSECT CONTROL:

Atlas Pest Control 961-1388
Nu-Method Pest Control Service 898-1543
Rose Exterminator Co 588-1005

INSURANCE, PENSION PLANS:

Blue Cross, Blue Shield 225-8000
Ward S. Campbell, Inc (616) 531-9160
Creative Risk Mgmt Corp (1) 792-6355
Financial Guardian, Inc (1) 649-6500
Mariner Financial Group 261-4720
Frank P. McBride, Jr., Inc 886-4460
Prime Underwriters, Inc 837-8737
K.A. Tappan & Assoc 354-0023
Tock, Bridge & Assoc 259-0655

INVENTORY, BOOKKEEPING, TAXES:

Abacus Inventory Specialist 362-3110

Approved Inventory Specialists Co 571-7155
Farquharson & Pointon 353-1130
Gohs Inventory Service 353-5033
Akram Namow, CPA 559-6040
Quality Inventory Specialists 771-9526
R.G.I.S. Inventory Specialists 978-1810
George R. Shamie, Jr., CPA 474-2000
Washington Inventory Service 557-1272

LAW FIRMS:

Bellanca, Beattie, DeLisle 882-1100

LEASING COMPANIES:

Atlas Auto Leasing 353-3170

MANUFACTURERS:

Carnation Co 851-8480
Del Monte Foods 968-1111
General Foods, Corp 427-5500
General Mills, Inc 354-6140
Green Giant Co (313) 879-0931
Kellogg Sales Co 646-2278
Kraft Foods 261-2800
Nabisco, Inc 478-1400
Prince Co 772-0900
Procter & Gamble Co 336-2800
Quaker Oats Co 645-1510
Ralston Purina Co 477-5805
Red Pelican Food Products 921-2500
Shedd Food Products 868-5810
Velvet Food Products 937-0600

MEAT PRODUCERS, PACKERS:

Ed Barnes Provisions 567-7337
Dart Meats 831-7575
Detroit Veal & Lamb, Inc 961-1248
Flint Sausage Works (Salays) (1) 239-3179
Frederick Packing Co 832-6080
Glendale Foods 962-5973
Guzzardo Wholesale Meats, Inc 833-3555
Hartig Meats 832-2080
Herrud & Co (616) 456-7235
Hygrade Food Products 464-2400
J.N.D. Assoc (1) 661-2121
J.G. Food Products 296-7330
Kowalski Sausage Co 873-8200
L—K—L Packing Co 833-1590
Oscar Mayer & Co 421-9030
M&G Foods, Inc 893-4228
Maxwell Foods, Inc 923-9000
Metro Packing Co 259-8872
Midwest Sausage & Corned Beef 875-8183
Milton Chili Co 585-0300
Naser International 464-7053
National Chili Co 365-5611
Peschke Sausage Co 368-3310
Peter Eckrich & Son, Inc 937-2266
Potok Packing Co 893-4228
Regal Packing Co 875-6777
R.E. Smith, Inc 894-4369
Vasara Meats, Ltd 791-7316
Weeks & Sons (Richmond) 727-3535
Winter Sausage M 777-9080
Wolverine Packing Co 568-1900

MEDIA:

The Daily Tribune, Royal Oak 541-3000
Detroit Free Press 222-6400
The Detroit News 222-2000
Food Dealer Magazine 366-2400
The Macomb Daily 296-0810
Michigan Chronicle 963-5522
Observer & Eccentric Newsp'r's 591-2300
Port Huron Times Herald (1) 985-7171
WDIV-TV 222-0444
WJBK-TV 557-9000
WWJ-AM-FM 222-2636

MONEY ORDERS:

Associates Financial Express 386-8745

NON-FOOD DIST'S:

Cleanway Products 834-8400
Household Products, Inc 682-1400
Ludington News Co 925-7600
Nationwide Food Brokers 569-7030
Warrior Martial Arts Supplies 865-0111

EQUIPMENT, OFFICE SUPPLIES:

City Office Supplies, Inc 885-5402
Flint Office Supply (1) 235-0676

POTATO CHIPS & NUTS:

Better Made Potato Chips 925-4774
Frito-Lay, Inc 271-3000

Jay's Foods 731-8400
Kar-Nut Products Co 541-7870
Variety Nut & Date 268-4900

PROMOTION:

Action Adv. Dist. & Mailing Co 964-4600
American Mailers 842-4000
Bowlius Display Co (signs) 278-6288
J.H. Corp 582-2700
Panel Display Corp 776-7080
Stephen's Nu-Ad Adv & Prom 521-3792
Stanley's Adv. & Distributing 961-7177

REAL ESTATE:

Butts & Co 644-7712
Earl Keim Realty, North 559-1300
Kryszak Enterprises 362-1668
O'Riley Realty & Investments 689-8844

RENDERERS:

Darling & Co 928-7400
Wayne By-Products Co 842-6002

SERVICES:

American Synergistics 464-3333
Atlantic Saw Service Co (800) 631-7650
Beaver Mechanical Services 343-1616
Comp-U Check 569-1448
D/A Central, Inc 399-0600
Daniels Glass Co 538-2746
Financial & Marketing Ent'prises 547-2813
Gulliver's Travel Co 567-2500
Intro Marketing 646-8655
Melrose Linen Service 366-7700
Print-Guard Thumbprints 343-0222
Preferred Marketing Service 569-4042
Pro Demos, Inc 348-3050
Reed, Roberts & Assoc (1) 852-6600
Retail Demonstrators, Inc 527-2882
A.J. Shaheen Electric Co 885-3670
Squier Sash & Screen Co 882-5697
M.A. Young, Consultant 477-1111
Suburban Coffee Service 541-8522

SPICES & EXTRACTS:

Rafal Spice Company 962-6473

EQUIPMENT, STORE SUPPLIES:

AAA Pallet Co 892-4360
Aimor Corp 399-3320
Belmont Paper & Bag Co 491-6550
Gayl-Inn Corp 471-4080
Hobart Corp 542-5938
Hussman Refrigeration, Inc 471-0710
Liberty Paper & Bag Co 921-3400
Lepire Paper & Twine Co 921-2834
Multi Refrigeration, Inc 399-3100
Pappas Cutlery & Grinding 965-3872
Zack Enterprises, Inc 554-2921

WAREHOUSES:

U.S. Cold Storage 791-7316

WHOLESALE, FOOD DISTRIBUTORS:

Associated Grocers of Mich (517) 694-3923
Bay City Milling & Grocer Co (517) 892-5593
Central Grocery Co (1) 235-0605
Detroit Marine Supply Co 842-2760
Jerusalem Falafil Mfg. Co 595-8505
Kap's Wholesale Food Service 471-4080
Kramer Food Co 585-8141
Laddy Wholesale Co 272-2218
M & B Distributing Co (1) 767-5460
Metro Grocery, Inc 871-4000
Philip Olender & Co 921-3310
Rainbow Ethnic & Spec'ty Foods 345-3858
Raskin Foods, Inc 759-3113
Scot Lad Foods, Inc (419) 228-3141
Spartan Stores, Inc (616) 878-2000
State Wholesale Grocers 567-7654
Super Food Services, Inc. (517) 823-8421
Tom's Foods 562-6660
United Whistle Grocery Co (616) 878-2276
Abner Wolf, Inc 943-3368



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CHECK OUT THE BENEFITS.

Join the many small and large-sized A.F.D. members already in the savings program that's professionally designed just for us.

It's easy to wrap up the details!

For more information, call

• **Keith Tappan and Jack Sutton**
K.A. Tappan & Associates, Ltd.
North, Northwest Area - 354-0023

• **Paul Pellerito**
Financial Guardian
North, Northeast Area - 649-6500

• **Dennis J. LaVerdure**
Mariner Financial Group
West, Southwest Area - 261-4720

• **Sabah P. Najor**
Insurance Plus Agency
Detroit Proper - 885-5402
or the A.F.D. office
313/366-2400

Program administrator:

CRM

Creative Risk Management Corporation

1-792-6355