



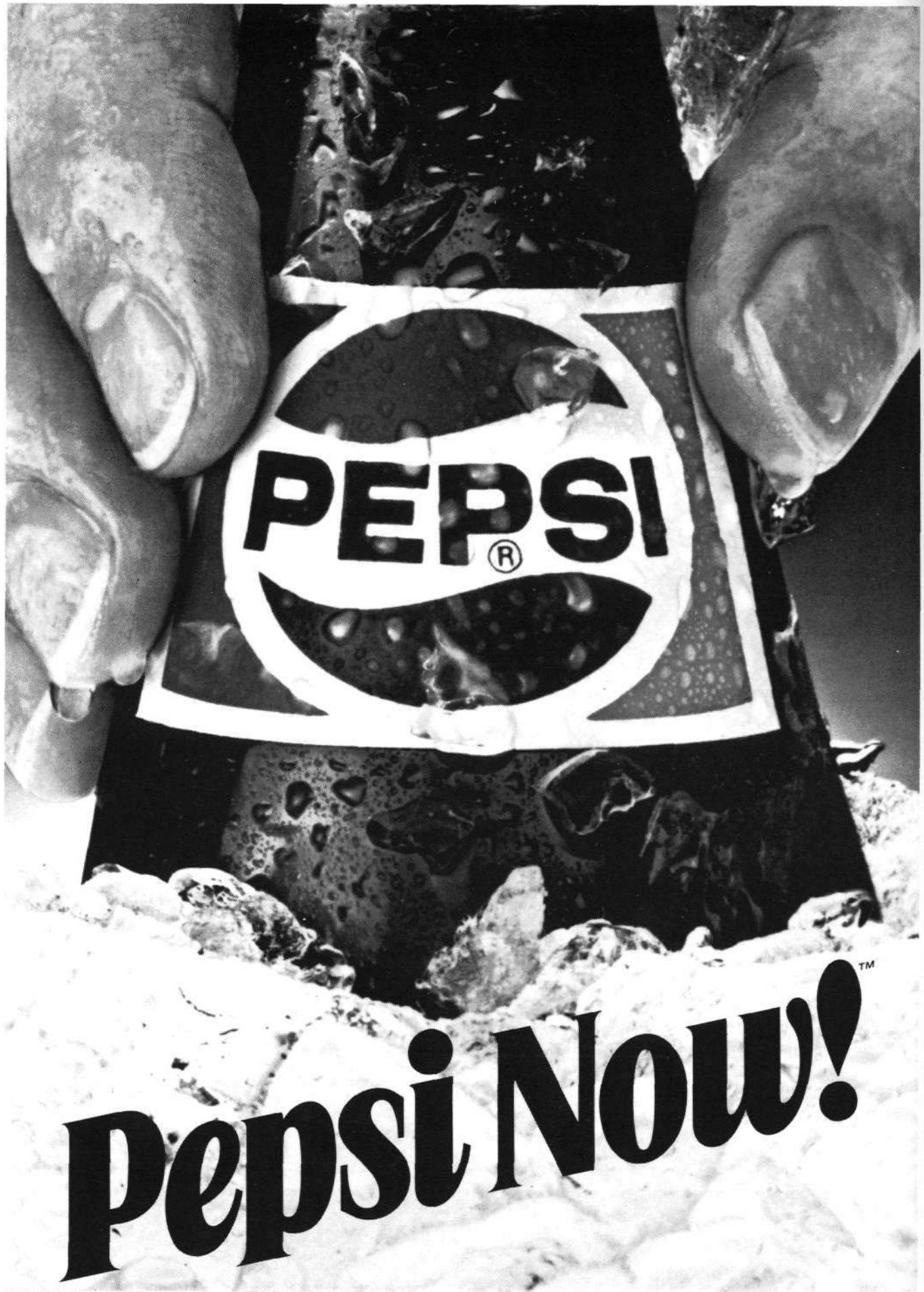
THE FOOD DEALER

"The Magazine for the Michigan Grocery and Beverage Market"

WINTER, 1983

1983 IN REVIEW ISSUE

ACTIVITIES
INVOLVEMENT
PROGRESS



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THE FOOD DEALER

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Arabic Dance Celebrity

Helena David, a talented member of our grocery community, has been acclaimed for her interpretations of Arabic dance at various community cultural events in the area, including International Day festivities at the University of Michigan-Dearborn; and at "A Children's Christmas" celebration at the International Institute in Detroit. In her performances she also demonstrates several musical instruments invented by Arab women — forerunners of the modern drum, flute, guitar and tambourine.



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Sigma Phi Omega

WESTERN MICHIGAN UNIVERSITY
KALAMAZOO, MICHIGAN
(616) 383-0953

Edward Deeb
Executive Director, Associated Food Dealers
125 West Eight Mile Road
Detroit, Michigan 48203

Dear Mr. Deeb:

I would like to inform you and the members of your association of the 19th annual Food Management Conference (FMC) which is to be held at Western Michigan University Tuesday, March 13 and Wednesday, March 14, 1984.

FMC is a conference which is planned and held by Sigma Phi Omega and assisted by the Food Distribution Program of Western Michigan University, in Kalamazoo.

As in years past, the conference will feature topnotch speakers addressing today's issues in the food distribution industry.

I would appreciate your support, so that we can get an early start on the conference. If you have any questions or advice please contact me.

Cordially,

Michael T. Pedregal
Advertising Chairman for FMC
(616) 383-0953

(Published as a public service by The Food Dealer and the AFD)

A Review Of AFD Involvement, Action Programs In 1983

JANUARY

The year began with the Associated Food Dealers helping kick-off an **emergency food drive for Detroit** at the request of Mayor Young; later Governor Milliken also called a food emergency for the entire State... **The 5th free legal clinic** was held with attorney Peter Bellanca assisting members... A Philadelphia meat processor purchased the two **Peschke plants** for \$4 million in tax-free revenue bonds.

Met with Detroit **Councilman Nick Hood** to help small business obtain relief... A Federal judge detained the **A&P-Chatham hearing** for a merger until March; At this time **Allied filed suit** to block the merger, stating it would cause grocery prices to rise. Eventually the merger plans were dissolved and Chatham emerged from Chapter 11 after working out a plan agreeable to all.

AFD met with officials of the **Michigan Dept. of Social Services** and jointly issued a release asking merchants to act more quickly to receive reimbursements for fraudulent government aid checks they legitimately cashed; also to take thumb prints to verify recipients... AFD's Board set **1983 legislative priorities** with our liaisons, James Karoub Associates.

FEBRUARY

The Michigan Liquor Control Commission (MLCC) reported

alcoholic beverage sales were down 5 percent, threatening revenue loss to the state of \$2 million... AFD participated in an association advisory council for Blue Cross and Blue Shield to help small business groups... AFD participated in a **New Detroit job training advisory council** meeting at the AFL office.

AFD began implementing plans to remodel the AFD office, which was completed in June... **Louis Najor** and Ed Deeb met with **WDIV-TV4** at Frontier Market, Highland Park, to relate the impact of a proposed truckers strike on the food industry.

MARCH

Detroit Food Brokers Association (DFBA) hosted a dinner at the Southfield Manor featuring the role of independent food merchants and

AFD. DFBA president **Mike Bixler** praised AFD and the work it was doing and promised to work together wherever possible. Attending from AFD were Messrs. Tony Munaco, Jerry Yono, Larry Joseph, Tom Si-maan, George Byrd, Don Harrington, Lafayette Allen, Jr. and Ed Deeb... **WJBK-TV2** interviewed AFD's Ed Deeb to learn the impact of a **trucker's strike**.

Larry Joseph was elected Board Chairman of AFD, succeeding Jamal Shallal who had resigned. Joseph thus began his term following the highly successful two terms of **Tony Munaco**, which saw the largest number of new members join AFD in a two-year period in history.

AFD participated in a newly formed **coalition of community organizations** to help assure harmony on a permanent basis; included in the groups, in addition to AFD, were **New Detroit, NAACP, Detroit Urban League, Concerned Citizens Council**, to name a few... The coalition was formed following a shooting at a Detroit party store which erupted in neighborhood violence.

AFD's 67th Annual Trade Dinner was held at the Royalty House, Warren. Featured guests included **Judge William Giovan, Rep. Sal Rocca** and a host of area celebrities and government people... Entertainment featured **Comedian Pete Barbutti**, the Charmaine Dancers,

(continued on page 6)



LARRY JOSEPH

REVIEW

(from page 5)

the Generation II Band and the Strolling Violinists.

APRIL

AFD testified during this month before a State Senate hearing in support of a **statewide shopping cart law** to help minimize the over \$1 million in cart losses annually. Representing AFD were Tom Zatina and Ed Deeb. . . . Legislatively, **AFD worked to remove the sunset clause on SDD liquor mark-ups, expand the definition of AFD's Self-Insured Workers' Compensation Program, and met with Gov. Blanchard's** economic development staff to study expansion of food processing plants.

Legally, AFD legal counselor **Peter Bellanca** checked out legalities of Wayne County Health Dept. Food service managers' certification program for dual inspection, and assisted AFD in **challenging USDA food stamp rules** and regulations. . . . Maury Young pinch-hit for Ed Deeb at the **Wisconsin Food Dealers Association** convention to report the devastating impact of Michigan's bottle bill financially.



Chief of Police William Hart, seated, and Executive Deputy Chief, James Bannon, combined to write an important, informative community relations message, "A Thin Line: Is It Self-Defense Or Murder?" for the March issue of The Food Dealer.

MAY

AFD participated in the meeting of the **Southeast Michigan Agriculture Advisory Council** meeting in Lansing. . . . AFD executive director Ed Deeb addressed the full meeting of the **New Detroit Board of Directors** at Wayne State to outline the food industry's concerns about inner-city crimes, tensions and harrassments and stated the solutions had to be "a 2-way street."

The **Detroit News** hosted an anniversary reception at the Detroit Club. . . . Winston Lang of the NAACP and AFD's Ed Deeb appeared on WJLB radio to outline our community relations program and the forthcoming **Youth Day II**. . . . CCC's Lonnie Peek and AFD's Larry Joseph appeared on WDET radio to express the industry's and community's concern about mutual problems. **AFD hosted a news conference** with the CCC outlining our community progress.

AFD participated in the New Detroit, Inc. **Suburban Forum** at the Southfield Civic Center as a co-sponsor. . . . **AFD and DFBA** met with representatives of the **Television Bureau of Advertising** at

WJBK-TV2's offices to relate the scope of our industry. . . . **Alex Dandy**, president of Hamady Super Markets, named Distinguished Service Award Recipient by the Michigan Federation of American Syrian-Lebanese Clubs May 28 at a Flint convention.

JUNE

AFD strongly urged passage of **House Bills 4312 and 4313** to bring about uniform food inspection standards to food stores and processors. . . . **The 6th free legal clinic** was hosted by AFD law firm, Bellanca, Beattie, DeLisle, et al. . . . A clergymen's Forum Breakfast with New Detroit and AFD was hosted by **Rev. Obie Mathews'** east side Baptist church. . . . **Winston Lang of NAACP** and Ed Deeb again co-appeared on a radio talk show to relate community progress, this time on WCAR radio.

On June 8, a **Merchants Forum**, 2nd in a series, was sponsored by AFD at the Sacred Heart Church to hear grocers' gripes and relate forms of harrassment in the community. . . . June 15 and **East Side Public Forum I** was co-hosted by the Concerned Citizens Council and the AFD, held at Christ Cornerstone Baptist Church. . . . **Anheuser-Busch** sponsored the annual NFL-Detroit Lions Alumni golf outing at Red Run Golf Club.

In the Spring issue of **The Food Dealer** magazine AFD featured a by-lined article by Detroit Police **Chief William Hart and Deputy Chief James Bannon** titled, "A Thin Line: Is it Self-Defense or Murder?" on the use of firearms. . . . **Sunshine Food Stores** of Burton acquired Quik-Pik's 57 units from Wilson Dairy.

Ingham County Circuit **Judge James Kallman** issued an opinion overturning Michigan Attorney General Frank Kelley's ruling to lift the ban on **beer and wine advertising** in Michigan. . . . During this month, **A&P Food Stores launched an aggressive new warehouse pricing campaign**, reducing pricing on thousands of items and began paying double on manufacturers' coupons.

JULY

Messrs. Joseph Sarafa, Robert Kato and Sam Yono were elected to

(continued on page 8)



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REVIEW

(from page 6)

the AFD Board to fill vacancies. **Youth Day II**, sponsored by Associated Food Dealers, WJBK-TV2, Detroit Free Press, Detroit News, Detroit Parks and Recreation Dept., WJLB Radio and some 40 community organizations, was held at Belle Isle with some **9,000 youngsters and adult supervisors on hand**. Detroit sports' team celebrities on hand to host clinics included **Tommy Hearn, Billy Sims, Charlie Sanders, Lem Barney, Jim Thrower, Dave Bing** to mention a few. AFD retailer and supplier members played a major role in co-sponsoring the event.

AFD was saddened to learn of the deaths of **Vic Wertz** of Wertz Distributing Company, **Larry Inman** of Paul Inman Associates; and **J.E. Bud Stedman** of the Detroit Chamber of Commerce. **Joe E. Greenisen** was named new vice-president of Michigan for Kroger. **Joseph Ahern** was newly appointed president of **Spartan Stores, Inc.** L.V. Eberhard won a law suit charging he illegally used **Eberhard Foods** shares owned through an Employee Stock Ownership Plan to pass a revision to amend the firm's by-laws in order to fire seven of its 10 directors.

AUGUST

The State of Michigan Dept. of Labor approved proposed amendments to **AFD's Self-Insured Workers' Compensation Program**, thus permitting greater participation by all segments of the industry in our program. AFD met with officials of the Michigan Dept. of labor regarding the establishment of a **job training program**.

AFD met with former **Senator Doug Ross**, the coordinator of Gov. Blanchard's **Youth Job Corps**, to indicate how the industry can assist.

AFD's **8th Annual Golf Outing** was held at Fern Hill Country Club Aug. 11, Mt. Clemens. The outing was chaired by Ed Deeb and Iggy Galante; with committee members including Mike Simon, Carl Leonhard, Ray Amyot, Joe Karam, Tony Munaco, Phil Lauri, Izzy Malin and Phil Saverino. Over 145 golfers were on hand and 180 for dinner.

(continued on page 10)

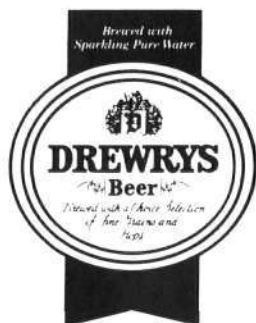


Highlights of AFD summer activities included the most successful Youth Day to date, which enjoyed the participation of nearly 9,000 youngsters and volunteer workers, above; and the annual AFD golf outing held at the elegant Fern Hill Country Club, below, which had an extraordinary turnout, despite a serious threat of rain.



HOUSE OF HEILEMAN

**We don't aim to make the
most beer, only the best!**



REVIEW

(continued from page 8)

Our association was sorrowed to learn of the passing of **Elton Awrey**, 90, of **Awrey Bakeries**, who was co-Man of Year recipient in 1982, and of **Helen Ludington**, wife of member Ivan Ludington, Sr., of **Ludington News Company**. "Profile of the supermarket shoplifter" and Burglary Prevention tips were reported to members in **The Food-A-Gram** newsletter.

SEPTEMBER

At the **annual meeting** of AFD's Self-Insured Workers' Compensation Program, it was reported a 31% dividend is to be passed on to participating members. Coupled with the 10% discount going into the program, it made a 41% total benefit to members. AFD and 14 other industry trade associations across Michigan, agreed to assist **Gov. James Blanchard** in finding private sector jobs for 5,000 members of the Michigan Youth Corps.

Robert Stevenson was named the new general manager of the **AFD Credit Union** replacing Joseph Mijewski. **Detroit Coca-Cola Company** opened and dedicated its new Van Buren Warehouse Center. AFD met with **Karoub Associates** and Mike Carr and the Lottery Bureau staff to propose increases in agent commissions, long overdue. **Youth Day** appreciation luncheon was held Sept. 26 at Strohaus for volunteers who participated in the event.

OCTOBER

The **AFD Board of Directors** approved a proposal submitted by **Anthony Franco Company** to launch a major community relations program for AFD members and the industry, especially those who operate businesses in the central areas of major cities as Detroit, Flint, Lansing, Saginaw, etc. **Mike Ranville of Karoub Associates** presented a legislative report and up-date to the AFD Board.

AFD met with elected officials, part of a special committee to study **lottery agent problems**, as lack of procedures for obtaining licensing, and **need for more commission**. Ed Deeb addressed the **Detroit Con-**

sumers Council, his subject: Status of the food industry.

AFD held its **19th Annual Awards Night** at the Hyatt Regency Hotel, Dearborn. **Mort Feigenson** of Faygo Beverages, was named the industry Man of the Year. Others honored for Distinguished Service were: **Alex Keurijian, Phil Shammass, Gene Peterson, J. Lewis Cooper, Sr., Charles Ventimiglia, Ken Holt, L.V. Eberhard, George Byrd, Salman Sesi, Armand Gebert, Lowell Cauffiel, Grocers' Spotlight, Louis Kinaia, and Dr. Edward Heffron.**

NOVEMBER

AFD met with officials of **Blue Cross and Blue Shield** to review coverages and policies. AFD assisted in planning of 1984 **Easter Seals Society Telethon**. Mike George and Ed Deeb met with **Rev. Roy Allen** and **Rev. Bob Coverson** of O.I.C. to assist in their program.

The AFD Board wrote to **Attorney General Frank Kelley** urging his office to investigate possible unfair competitive practices as related to the **below-cost selling of milk, eggs and bread**. Mr. Kelley responded he would be reviewing practices in our industry.

A poll of AFD retail members, with nearly 500 responses returned, showed that **84% of the members polled do not favor advertising beer, wine or other alcoholic beverages**, thus supporting the existing

Michigan State laws presently on the books. **AFD alerted members** to a ring going around Detroit area businesses cutting burglar alarm and guard alarm wires, then entering and burglarizing establishments at will.

DECEMBER

Spartan Stores, Inc. rejected a takeover bid by the Kroger Company on the grounds "Spartan is not interested in being acquired," according to president Joseph Ahern. **Mid-America Food Brokers and Continental Food Brokers** announced their companies will merge on Jan. 1, with the new company name being known as **Ameri-Con, Inc.** with offices in Detroit, Grand Rapids, Saginaw and Toledo with 70 employees.

AFD members elected **five retailers, two suppliers** to the Board. The retailers elected were **Robert Kato, Tom Simaan, Harvey Weisberg, Sam Yono and Jerry Yono**. General members elected were **Phil Saverino and Amir Al-Naimi**. AFD assisted **Wayne County executive William Lucas** host his annual senior citizens luncheon. AFD's **1st free accounting clinic** for AFD members was held in cooperation with our CPA firm, **George Shamie CPA, P.C.**

AFD, the DFBA and DAGMR co-hosted a breakfast in cooperation with the TVB to view a new presentation.

END OF REPORT

Are Grocers Overlooking Extra Profits To Be Made From Candy?

Grocers who are looking for an area in their stores that could be turning a higher profit often overlook the candy department, according to a spokesman from a prominent candy brokerage.

While convenience stores, drug and discount stores and mass merchandisers cashed in on candy sales in the past year, "The grocer didn't do as well, due to his own making," the candy broker claimed. He suggests that the first step toward increasing sales in the candy section is to assign someone to take care of it and to promote it. Promotion and display are important selling tools, he said, "If you don't put an effort into something, what are you going

to get out of it?"

The candy center should be one that is constantly changing, taking advantage of hot-selling items and seasonal sales. "People like to look at candy — and they like new candy. We've had items that sold as hot as a pistol for 30 days, but some grocers didn't even know they existed," the broker pointed out, "they weren't tuned in to where the action was."

Sales of fast-moving timely items like these are "plus" business and usually very profitable, according to the broker, who also claimed candy sales can frequently offset the money lost on advertised loss-leaders.

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Ready to grow. With you. With unique merchandising ideas, wide product variety, a commitment to retailer service, a national base for expansion.

Already in the "Top Three."

Stroh, Schlitz, Schaefer... 15 brands in all... strong and expanding in all the beer categories.

Already national.

One of only three brewers selling national brands. Wherever you are, we're already there.

Already #1 in Populars.

Old Milwaukee leads this growth category which already accounts for about 20% of industry volume. And there are seven other Stroh Populars.

Already strong in Premiums, Premium Lights and Supers.

We're there and ready: Stroh's, Stroh Light, Schlitz, Schlitz Light, Erlanger, Signature.

Already #1 in Malt Liquors.

Schlitz Malt Liquor leads the herd with 18 consecutive years of sales growth. A profitable category, already larger than imports.

All ready with ideas; committed to service.

Merchandising ideas selling more than beer... from people who know beer and more... people who listen and deliver.



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Detroit, MI 48226

National Retail
Sales Department
Bill Hayes, Director
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...Exclusively
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baking powder
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Balanced
Double Action!



Cutting Back On Advertising? DON'T!

CONSIDER THIS:

(1) Whether business is good or slow, you have to get your share of whatever business is around. Increasing your advertising gives you an immediate advantage over marginal competition at the very moment you need an edge.

(2) Slow times ahead? Perhaps, but there are more women working now than ever before, adding to family income. People still need and want goods and services and will spend for them. There is plenty of business out there. Your competitors will be bidding for their share — and yours.

(3) You can't do much about most factors in the marketplace — rent, labor costs, price of merchandise, what the competition will do. But one thing you do control is your own promotion. Remember that advertising is not just a cost of doing business. *It's a proven sales tool that*

returns many times your investment in sales.

(4) Remember how long it took you to get started? Once you build up a business, you can keep it going with a moderate, consistent advertising program. But if you cut your advertising and lose your hold on the buyers' awareness, you'll find it's much harder to build it up again. It's sort of like starting all over.

(5) You say your customers know you, and for a while at least, they'll keep buying even if you don't promote? That's partly true, but short-sighted. Remember, many people change jobs each year. So there's a movement of your customers out of your market and a corresponding influx of new folk who don't know you at all. Tell them about yourself.

(6) Here is a hard fact to chew on. Over any given period, a company that advertises below the industry average has sales that are below the industry average.



IF YOU FEEL LIKE YOU'RE DROWNING IN DETAILS AND PAPER WORK

with your coupon redemptions — CALL FOR HELP! Let the AFD process your coupons. You won't have to count or sort them, you'll save valuable time and you'll get one lump-sum check for your coupons.

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Yes, I would like to begin saving on my phone bill as soon as possible. I understand that it will take approximately three weeks for TMC to initiate service and that during that time I will be sent a local access number and security code, as well as complete instructions on how to utilize the TMC network. If at anytime I become dissatisfied with the TMC long distance network, I know I can cancel my subscription to the service immediately. Below I have checked the type of service I want as well as the type of payment I wish to make. I have enclosed my check or money order, if applicable.

- ☐ Please initiate TMC's complete service for me so my company can begin realizing long distance savings anytime of the day or night. I have made arrangements for payment of the \$150.00 one-time processing fee below.
- ☐ Please contact me with additional information concerning the possibility of initiating *separate department billing codes* for a one-time processing fee of \$50.00 per station.
- ☐ Please contact me with additional information concerning initiating TMC's convenient residential service in my home for a one-time processing fee of \$50.00.

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Telephone # _____

You must check one:

- ☐ A check is enclosed
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Date _____

(must be signed to be valid)

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| Cities | Tel/Co | MCI | TMC |
|----------------------|--------|------|------|
| Carson City, NV | 2.21 | 1.92 | 1.32 |
| Lake Charles, LA | 1.96 | 1.73 | 1.25 |
| La Crosse, WI | 1.91 | 1.68 | 1.16 |
| Miami, FL | 1.96 | 1.54 | 1.25 |
| Seattle, WA | 2.21 | 1.73 | 1.32 |
| Celina-St. Marys, OH | 1.75 | 1.52 | 1.16 |
| Philadelphia, PA | 1.91 | 1.50 | 1.19 |
| Denver, CO | 1.96 | 1.54 | 1.25 |
| Salem, IN | 1.85 | 1.64 | 1.16 |
| Monterey, CA | 2.21 | 1.92 | 1.32 |
| San Francisco, CA | 2.21 | 1.73 | 1.32 |
| Rapid City, SD | 1.96 | 1.72 | 1.22 |
| Mason City, IA | 1.91 | 1.68 | 1.19 |
| Elkhart, IN | 1.75 | 1.52 | 1.16 |

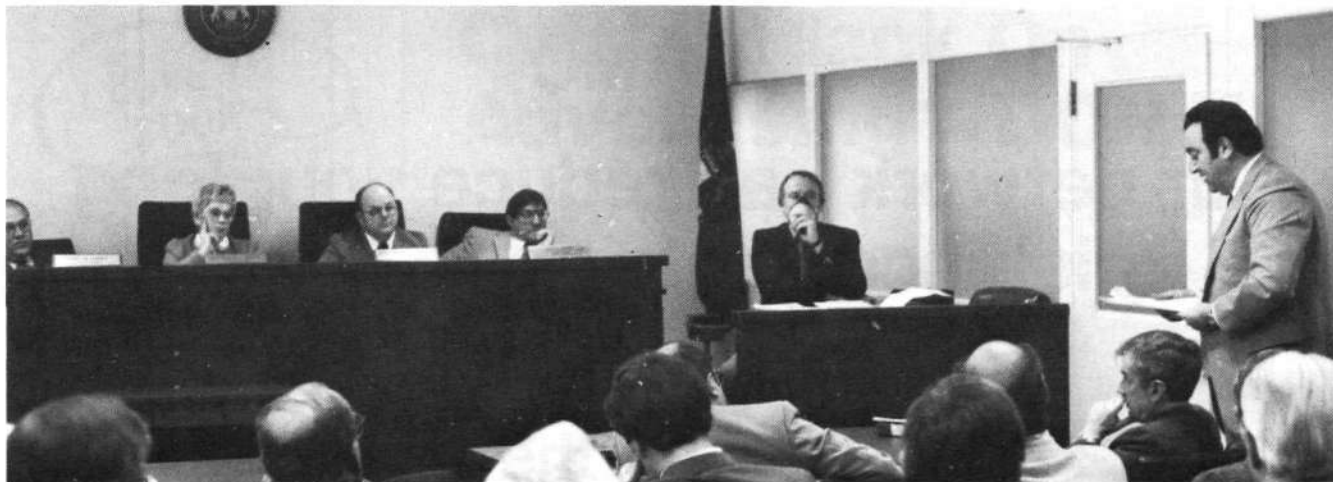
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AFD Expresses Strong Opposition To Floor Displays Of Liquor

At a recent hearing of the Michigan Liquor Control Commission, the Associated Food Dealers strongly opposed any move to permit floor displays of liquor and other spirits, and did so on several grounds. Some of the reasons cited were: Permitting floor displays would not benefit consumers; Floor displays would overburden store owners who already have crowded floor space; Liquor vendors and sellers would more readily pressure store owners for space to display their brands; The change would favor larger

retailers who have space and financing, and ignore smaller retailers; the present method of distributing spirits in Michigan is working fine; and finally floor displays are the first step toward de-regulation, something AFD strongly opposes under the present circumstances. Representing AFD at the packed hearing were Ed Deeb, Larry Joseph and Sam Yono.

AFD executive director Deeb reminded Commission members that grocers and beverage retailers already provide important services for the state without appropriate remuneration, such as selling all of the package liquor, beer and wine; selling the vast majority of lottery tickets; collecting employment taxes and collecting sales tax, not counting handling food stamps and WIC coupons. The displays, coupled with the overpowering burden of the Michigan returnable container law, would overwhelm retailers at the present time.

Profile Of The Shoplifter

Young adults in the 18-29 year-old age group are responsible for most of the shoplifting which occurs in supermarkets, according to a report by Commercial Service of Van Nuys, California, which analyzed apprehension records in the nation's supermarkets.

Senior citizens were at the other end of the spectrum, with only 6.7 percent of pilferers found to be over 60.

The report found more than half of the adult and juvenile supermarket shoplifters are male. Of the adults apprehended, 52 percent were male, as opposed to 47 percent female.

The most popular month for shoplifting is October and the most popular day of the week, Tuesday. Most of the criminal activity occurs between 3 and 6 p.m. Of the items stolen, non-food merchandise was recovered in 66.6 percent of the incidents. Fresh meat was found in 15.3 percent, and deli items were uncovered in 10.9 percent of the cases.



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| SUBSCRIBER NAME DEBORGIA ALAN | | |
| GROUP NO. 94000 | 1270 BLUE CROSS | SERVICE CODE 7007 3260 BLUE SHIELD BC+BS |
| CONTRACT NUMBER 365 036 429 | | BC PLAN CODE 0 210 |
| <small>BLUE CROSS OF MICHIGAN (210) BLUE SHIELD OF MICHIGAN (710) DETROIT, MICH 48226</small> | | |

It's good to belong.



AFD Annual Produce Seminar Set For March 27 and 28

The Associated Food Dealers, in co-sponsorship with Faro Vitale & Sons; Green Acres Produce Company; Harry Becker Produce Company; Ciaramitaro Bros.; Cusumano Bros.; Michigan Repacking & Produce Company; and Tony Serra & Sons, will present two one-day produce seminars for retailers, on Tuesday, March 27 and Wednesday, March 28, at the Holiday Inn, Troy, Michigan, which is located on Rochester Road at the I-75 ramp.

Wednesday's seminar will be a repeat of the Tuesday meeting, to accommodate attendance of store personnel, should either date be more convenient.

Many new and exciting ideas

will be presented and subjects covered will include:

- Produce: its place in your retail store operations today;
- Display presentation;
- Space management;
- Department analysis;
- Inventory control, planning sales and orders;
- Quality control, daytime and overnight care;
- Preparation and Storage;
- Customer relations;
- Packaging trends and guidelines.

Fred DeVries, acknowledged as the supermarket industry's leading

produce merchandiser, will lead the seminars. DeVries, "the man in the green-flannel smock" has won many individual produce-retailing awards. He believes produce is a fun business. He'll pack information, imagination, excitement, humor and down-to-earth practical know-how into his fun-packed sessions — as he shows your produce managers how he and other produce managers have boosted volume and profits and substantially increased percentages of net revenue in the produce department.

Cost of each session is \$48 per person, and includes an educational handbook, coffee breaks and luncheon. For additional details phone the AFD, 366-2400.

Do you know anybody
who **SHOULD** be an AFD member, but isn't?
TALK TO HIM!

Fellow Members Comment On Your Credit Union:



Meet Dianna Makuroff, a 20-year employee of Chatham Food Center Grocery Department, main office. Dianna has been a member of the credit union since its charter, October 13, 1966. About the CU, Dianna states, "It's been the *only* way that I can save for emergencies (car repairs) and semi-emergencies (a new dress for Saturday night). The credit union and I are inseparable!"

DIANNA MAKUROFF

Larry Joseph is the owner of the Market Square Supermarket in Birmingham, Michigan. He and his employees have been members of the AFD Credit Union since July, 1982, when the facilities became available to the Associated Food Dealers. Larry feels the credit union is like, "one big happy family — the place to save now, the place to borrow, and the place to save for tomorrow."



LARRY JOSEPH



Gordon Warren, "Gordie" to his friends, is well qualified to be a spokesman for our credit union. He has been employed in the Chatham warehouse since November 13, 1967 — and has been a credit union member since November 14, 1967! About our credit union, Gordie says, "Our credit union has been the backbone of my financial success."

GORDON WARREN

COME, JOIN FORCES WITH US, TODAY!



"Members Serving Members"

28727 Dequindre, Madison Heights, Michigan 48071 • (313) 547-0022

Happy Employees

PARTICIPATIVE MANAGEMENT

There was a time when workers were expected to do the work set before them in the manner directed by their employer with no explanation and no questions asked. It is no longer true today; employees expect to be asked how they feel about their job, and for their ideas on how their job can be done more easily, better, faster and smarter. They want participative management.

The reasons are quite obvious. The social values of our society have changed. All of us have been conditioned to receive explanations of the purpose of our work and successful employers have discovered that there are tangible business values in asking for and using the ideas and input of their employees.

This general philosophy of willingness to let employees participate in the decisions that affect them in sometimes misunderstood. It is not a "softness" or easy-going style in which the boss asks for employee's permission before making decisions.

Participative management does

not mean passive management. It means leadership. The role of leader is a real and necessary one, and needs to be recognized by the group. It does mean that actions which give employees participation in the decisions and plans of the organization will make that organization more profitable, efficient and stable. More importantly, it can help the organization prosper and grow.

CONSISTENT LEADERSHIP

- (1) Treat all fairly.
- (2) Let them know, good or bad, how they're doing. Tell them how to improve.
- (3) Receive and give them credit for their ideas.
- (4) Listen carefully; answer questions patiently and fully.
- (5) Explain new policies and why they are being adopted.
- (6) Show how you want a job done. Train carefully.
- (7) Know their talents, skills and openly consider deserving can-

didates for each opportunity for advancement.

(8) Give strong consistent and fair leadership. They'll learn to count on you.

Tips For Cashiers

(1) Check the bottom of every shopping cart. If any item is on the bottom of the cart, it must be moved to assure that no smaller item is hidden underneath.

(2) Look for rips in large bags of dog food or large boxes of soap powder, particularly when they are on the bottom of the cart. The customer may be using large bags or boxes to conceal other items.

(3) Handle or lift magazines by the binding. Shoplifters often try to hide smaller flat items inside magazines and tabloids.

(4) Be alert when customers talk to you constantly while you are ringing up the order.

(5) Be aware of weights of boxes of cereal, toilet, paper, and rolls of paper towels. Shoplifters often use these packages to conceal other items.

FMI Issues Computer Guide

Today's supermarket owners and operators are finding that through the effective use of small computers, they are steadily improving the operating performance of their companies.

To aid those operators contemplating the purchase of a small computer, the Food Marketing Institute (FMI) recently released its "Guide to Small Computers in Supermarkets."

The Guide is designed to help the computer buyer who is not a data-processing expert review important considerations involved in applying a small computer to the supermarket business.

Organized around a series of checklists, the Guide is designed to help supermarket executives examine the role that small computers can have in their businesses. The first checklist helps identify basic business functions to be automated and management considerations for introducing computers into the supermarket business; the second one provides a system for considering alternative software packages to solve specific business problems; and the third highlights issues which should be considered in selecting computer hardware.

Specifically, the Guide provides information about identifying business functions the supermarket

owner might want to automate, such as payroll, Direct Store Delivery, shelf allocation, energy management, depreciation, etc. The Guide also is designed to help the supermarket owner work through business issues involved in computerization.

"The Guide to Small Computers in the Supermarket" is available from FMI Publication Specialist, 1750 K Street N.W., Washington, D.C. 20006. Cost for FMI members is \$5.00, and for non-members is \$10.00.

Three New Supplier Members Join AFD

ARMEN BARRY WAREHOUSE, general warehouse facility, 1448 Wabash, Detroit, Michigan 48216; (313) 964-3069.

MONARCH PACKING COMPANY, meat packers, 2520 Orleans, Detroit, Michigan 48207; (313) 567-3420.

SMITH MEAT PACKING, INC., meat packers, 1420 Thomas Street, Port Huron, Michigan 48060; (313) 1-985-5900.

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*.

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
Koepplinger'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
Stahl's Bakery, Inc. (1) 725-6990
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:

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
Mel Larsen Dist's, Inc. 873-1014
L & L Liquor Sales 362-1801
L & L Wine Co 491-2828
McInerney's Syrup Co 477-6333
Metes & Powers, Inc. 682-2010
Metropolx 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 567-4000
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 Walker, Inc. 626-0575
Warner Vineyards (616) 657-3165
Wayne Distributing Co 427-4400
Vic Wertz Distributing Co 293-8282
E.J. Wiefelman Co 521-8847

BROKERS,

REPRESENTATIVES:

Acme Food Brokerage 968-0300
Acorn Oaks Brokerage 967-3701
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
Estabrocks Marketing 553-3637
Five G's Food Brokers 286-8555
Paul Inman Assoc 626-8300
Karas and Company 855-2013
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
United Salvage Co 772-8970
John West & Assoc 360-0536
Wiltzie & Company 525-2500

CANDY & TOBACCO:

Eastern Mkt Candy & Tobacco 567-4604
Fontana Brothers, Inc. 897-4000
J & J Whistle Tobacco & Candy 754-2727
Mich Whistle Tobacco & Candy 923-2808
Royal Tobacco & Candy 892-0460
Koplinger's 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
Country Fresh Dairy (616) 243-0173
Dannon Company, Inc. 946-7210
Tom Davis & Sons Dairy 894-0022
Detroit Pure Milk (Farm Maid) 837-6000
McDonald Dairy Co (313) 232-9193
Melody Farms Dairy 525-4000
Row-Bar Distributors 852-2616
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

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
Qualmann Quality Egg Co 757-4350

FISH & SEAFOOD

Al Deuel Trout Farm (1) 784-5427
Hamilton Fish Co, Inc. (1) 832-6100
Michigan Food Sales 882-7779

FLORISTS:

Livorno-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
Michigan Repacking & Produce Co 841-0303
Morelli Enterprises, Inc. 978-8505
Tony Serra & Sons Produce 758-0791
Faro Vitale & Sons 393-2200

ICE PRODUCTS:

Great Lakes Ice 922-5899
Midwest Ice Corp 868-8800

IMPORTERS-EXPORTERS:

Dalaly-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

INVENTORY, BOOKKEEPING, TAXES:

Abacus Inventory Specialist 852-9156
Approved Inventory Spec'lists 571-7155
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
Monarch Packing Company 567-3420
Smith Meat Packing, Inc. (1) 985-5900
Naser International 464-7053
National Chili Co 365-5611
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 Mfrs 777-9080
Wolverine Packing Co 568-1900

MEDIA:

ABC WXYZ-TV 827-9351
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
WJOL-FM 222-2636
WWJ-AM 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

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
Tom's Foods 562-6660
Variety Nut & Date 268-4900

PROMOTION:

Action Adv. Dist. & Mailing Co 964-4600
American Mailers 842-4000
Bowling Display Co (signs) 278-6288
J.H. Corp 582-2700
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
Financial & Marketing Enterprises 547-2813
Gulliver's Travels 567-2500
Intro Marketing 646-8655
Melrose Linen Service 366-7700
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 882-3710
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
Almor Corp 399-3320
Belmont Paper & Bag Co 491-6550
The Butcher Supply 522-4675
Gayl-Inn Corp 471-4080
Hobart Corp 542-5938
Hussman Refrigeration, Inc. 471-0710
Liberty Paper & Bag Co 921-3400
Multi Refrigeration, Inc. 399-9000
Pappas Cutlery & Grinding 965-3872
Zack Enterprises, Inc. 554-2921

WAREHOUSES:

Armen Berry Warehouse 964-3069
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 Falafel Mfg. Co 595-8505
Kap's Wholesale Food Service 471-4080
Kramer Food Co 585-8141
Liddy Wholesale Co 272-2218
M & B Distributing Co (1) 767-5460
Metro Grocery, Inc. 871-4000
Philip Olender & Co 921-3310
Rainbow Ethnic & Spec'ly Foods 646-0611
Raskin Foods, Inc. 759-3113
Safie Bros Farm Pickle (1) 949-2900
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
United Whistle Grocery Co (616) 878-2276
Abner Wolf, Inc. 943-3368

CHECK OUT THE BENEFITS.

Associated Food Dealers

A.F.D. WORKERS' COMPENSATION SELF-INSURANCE PROGRAM

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LOSS CONTROL AND
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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