### THE FOOD DEALER

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**CONTENTS**

<table>
<thead>
<tr>
<th>Article</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoplifting Losses</td>
<td>5</td>
</tr>
<tr>
<td>Off The Deeb End</td>
<td>6</td>
</tr>
<tr>
<td>Chairman's Message</td>
<td>8</td>
</tr>
<tr>
<td>Television Advertising In Retailer's Future</td>
<td>10</td>
</tr>
<tr>
<td>Saving Bonds Making Comeback</td>
<td>12</td>
</tr>
<tr>
<td>AFD Crime Prevention Seminar</td>
<td>14</td>
</tr>
<tr>
<td>Old Scales May Cut Profits</td>
<td>16</td>
</tr>
<tr>
<td>Survey On Customers' Complaints</td>
<td>18</td>
</tr>
<tr>
<td>Youth Day III</td>
<td>26 &amp; 27</td>
</tr>
<tr>
<td>Pharmacy Crime Now A Federal Offense</td>
<td>30</td>
</tr>
<tr>
<td>Making Shopping More Interesting</td>
<td>40</td>
</tr>
<tr>
<td>New Supplier Members</td>
<td>44</td>
</tr>
<tr>
<td>AFD Supplier Member Directory</td>
<td>47</td>
</tr>
</tbody>
</table>

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### Some Little Known Facts About Social Security

Social Security comprises about 25 percent of the federal budget.

When Social Security was established it paid only retirement benefits for workers, today it pays 21 general types of benefits.

In 1935, Social Security was anticipated to steadily grow in expenditures to about $1.3 billion; actual 1980 outlays were $149 billion.

In the next 4 years, Social Security will spend an amount roughly equal to the amount it spent from 1935 to 1981.

In 1950, 16 workers supported each Social Security beneficiary; today only three workers support each beneficiary.

Between 1950 and 1980, wages rose 490 percent, income taxes rose 594 percent, and Social Security taxes rose 2,011 percent.

A worker who retired in 1970 paid no more than $3,765 in lifetime SS taxes, one who retires today would have paid as much as $19,328; one who retires in 1990 will have paid as much as $43,000.

Since 1977, maximum annual Social Security taxes paid by an individual have increased from $965 to $2,392 — an increase of almost 150 percent.

A 20-year old today, who works until retirement at 65 at an average salary can expect to pay Social Security taxes of at least $335,000.
The new Stroh: WE’RE READY.

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 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.

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.

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.

THE STROH BREWERY COMPANY
Detroit, MI 48226

National Retail Sales Department
Bill Hayes, Director
(313) 446-2025

©1983. The Stroh Brewery Co., Detroit, MI
ACCORDING TO FMI:

Shoplifting Losses Almost As High As Industry Profits

A couple of statistics bring the importance of loss prevention into focus:

- Shoplifters accounted for about $1.6 billion in products lost by U.S. supermarkets in 1982, according to Commercial Service Systems, a California security firm that has tracked shoplifting trends for 20 years.
- U.S. supermarkets netted roughly $2.77 billion before taxes in 1982, according to industry data.

In other words, shoplifting losses are almost as high as industry profits. These statistics explain the basis for an emerging specialty in the food distribution industry: loss prevention. FMI recently examined this specialty in a survey of 142 supermarket firms. The survey report, "Loss Prevention in the Supermarket," was published this April.

The survey paints a many-colored picture of loss prevention practices in the industry. But there was little disagreement over the principal kind of losses needing prevention: theft.

Thieves account for more than six out of every ten dollars in products that the survey respondents lose. Bad checks, equipment breakdowns and customer damage to products each account for about another dollar out of every ten. Focusing on the theft losses, the survey suggests that internal theft accounts for 48 percent of the losses incurred by the companies surveyed and shoplifting, 32 percent.

Supermarket vendors account for 18 percent of the theft losses by the respondents. Typically, this type of theft takes the form of a delivery truck delivering fewer cases than the order sheet indicates.

To detect theft, more than three-quarters of the respondents use mystery shoppers in at least some of their stores, and over half use them in all their stores. Professional shoppers "can assist management in discovering cashiers who (either) fail to ring or under-ring merchandise," according to FMI's Supermarket Security Manual. "Professional shoppers will pay particular attention to how the cash register is operated."

After leaving the store, the professional shopper will check the receipt against the items purchased to discover errors in ringing. The merchandise is usually returned to inventory through a refund.

Almost two-thirds of the respondents use detectives in some of their stores and four in 10 use them in all their stores.

"An officer can represent the store in court, often relieving the store manager of a court appearance," the manual says. "And most courts will react more favorably toward the store when the shoplifting case has been developed by an experienced law officer."

In addition, you might receive some assistance from the local police. "Many areas have law officers who are available on a part-time basis to work on a shoplifting detection detail in a supermarket," according to the manual.

The survey revealed less agreement over the use of guards, both in-house and those provided by contract security firms. Only about one-third of the respondents use any in-house guards, and slightly over half use some contract security guards. Supermarket companies with 10 or fewer stores reported negligible use of either type of guard.

Guzzardo Wholesale Meats

FINE MEAT PURVEYORS SERVING THE FOOD INDUSTRY
SERVING SOUTHEASTERN MICHIGAN FOR OVER 35 YEARS, PROVIDING RESTAURANTS, HOTELS, INSTITUTIONS, STEAMSHIPS AND AIRLINES WITH THE HIGHEST QUALITY MEATS AVAILABLE. ALL MEATS ARE HAND SELECTED AND ALWAYS CUT TO YOUR SPECIFICATIONS. DRY AGING AND PORTION CONTROL IS OUR SPECIALTY. WE ALSO CARRY FINE LINES OF POULTRY AND SEAFOODS.

2888 Riopelle
Detroit, Michigan 48207

EASTERN MARKET

(313) 833-3555
AFD'S FIRST EXPOSITION OFF TO GREAT START

For several years, numerous members of AFD, both suppliers and retailers, have questioned why a major food and beverage exposition involving the total retail food distribution industry on a statewide basis is not being held each year.

Those who can remember, will recall the last such major exposition or convention to be held in Detroit was in 1964 when NARGUS held its national convention and expo in the Motor City.

Our Expo gives food and beverage suppliers, manufacturers, wholesalers and brokers the opportunity to display their wares and services to their important retail customers.

It also gives retailers a chance to mingle and communicate with both existing and new suppliers to learn what's going on in the industry and whether or not they should stock a new item or subscribe to a new service.

Since we are all part of the same marketing team, and because there are fewer calls being made on retailers, particularly the independents, our expo is an ideal opportunity for suppliers and retailers to get together to “do business.”

In addition there will be interesting educational and informational seminars that will provide you with up-to-date facts from experts on the timely topics of interest.

Putting on this our first Exposition has been an exciting thing. We know over the year we will make these expositions better and bigger than ever. Most everyone agrees that such an expo was really needed and long overdue.

Please make it a point to join us at our exposition. The entire industry is invited to attend.

Do you know anybody who SHOULD be an AFD member, but isn’t?

TALK TO HIM!
4 GOOD REASONS TO HANDLE Kar...

TASTY FRESH NUTS

Kar Nut Products has been delivering "guaranteed" freshness for over 45 years. Their wide variety of nutritious nuts in colorful, appetite-appealing packaging (jars, cans and poly bags), attracts customers for a high turnover of product and increased profits!

Kar's offers quick delivery on initial orders or reorders to maintain an attractive, variety choice for customers, and a Kar's representative will help you select a product mix and display that is just right for you. Contact Kar's today for additional information and full-color brochure.
Chairman’s Message

LARRY JOSEPH
AFD Chairman

AFD APPLAUDS
MLCC MOVE TO PROHIBIT
ISSUANCE OF LICENSES
TO GAS STATIONS

Recently, the Michigan Liquor Control Commission has ruled to prohibit the issuing of off-premise SDD (liquor) and SDM (beer and wine) licenses to establishments that operate gasoline pumps, except in small villages with populations of less than 3,000.

The MLCC Commissioners voted unanimously to pass the amendments and the changes have been submitted to the Legislature’s Joint Committee on Administrative Rules for formal approval. This basically is the same rule which has been used by the Commission for years, but which contained a loophole which applied only to licensees but not to non-licensees, based upon a court ruling.

Since this ran counter to MLCC aims, which permitted gas stations and others to sell beer and wine only in small villages which generally had to depend on only one outlet. The formal change will not affect any existing operations with gas pumps however.

Associated Food Dealers, the state’s largest food and beverage association, with 95 percent of our retail members having beer and wine licenses . . . and over 750 of our retail members with liquor licenses, applauds the MLCC decision as a stop in the right direction, since we have always felt that alcohol and gasoline do not mix.

For several years now, AFD has strongly opposed gasoline stations receiving licenses to sell beer, wine and/or liquor. We also have felt that small businesses, which most licensees are, do not have the funds to compete with the giant oil companies who run the gas stations and who wish to sell alcoholic beverages in them.

Coupled with the devastating returnable beverage container law, which is costing our industry in excess of $300 million a year to comply with, we feel the MLCC decision was not only right and proper, but fair as well. The Commission is to be commended for having the courage to take the action it did.

At the same time, we feel this is another victory for AFD and our over 3,500 members and their 43,000 employees which will assure stability of our industry.

We of AFD thank the Commissioner and urge the Legislature to approve the formal change. We also thank our legislative consultants James Karoub Associates for all their assistance in this matter.

In the end, justice does indeed prevail.
YOU
COULDN'T
PICK A
BETTER CARD.

Only Blue Cross and Blue Shield offers all these advantages.

• The I.D. card is recognized everywhere.
• Choose your own doctor from 10,000 participating Michigan doctors.
• No cash deposits are required for covered services with participating physicians, hospitals and other providers.
• In case of emergency, your I.D. card does all the talking.
• A statewide network of Blue Cross and Blue Shield offices are ready to serve members.

CAN YOU REALLY AFFORD ANYTHING LESS?
Television Advertising Will Be Important In Food Retailer’s Future

By Dick O’Donnell, Vice-President, Detroit Television Bureau of Advertising

For knowledgeable food store and supermarket operators, television advertising today plays an important role in their marketing programs. By the early 1990’s, this broadcast medium will have a dominant role for chains as well as the independent store.

To support this prediction, one should compare the present situation with the marketing patterns of just a decade ago to trace the evolution under way, learn more about the electronic technologies already developed that will begin to affect the second half of the 80’s, and look at information showing how “media synergism” works. Media synergism — the combination of television and direct marketing — can produce sales results for a food store or supermarket that are greater than either could produce separately.

Food store advertising in the early 70’s was largely concentrated in newspapers-ROP price and item listings. Television advertising then was only a small portion of budgets.

Preprints today — whether used as newspaper inserts, mailers, or distributed directly — have emerged as a major factor, growing three-fold in volume in the past ten years. Similarly, as grocers have learned how to use radio and television effectively and efficiently, television advertising for food stores and supermarkets has increased four-fold. ROP ads in newspapers have been the loser.

Television reaches nearly 90% of all adults daily in the Detroit market, while in 1983, the average household viewed TV on an average of seven hours and two minutes each day (Nielsen). Ted Bates Advertising (New York) data also shows that the cost of spot TV increased only 17% between 1980 and 1983.

In the current media mix, stores find television makes the print work harder. A 1984 study conducted by GMA Research Corporation for the Television Bureau of Advertising shows:

- Combining television and preprints can increase the response by 95% and decrease the cost of acquiring a response by 41%
- Direct mail can do 20-50% better under the umbrella of television
- People who don’t read newspapers are reached by television and it helps to motivate them to look at the newspaper

Among those surveyed, the study indicated, of the 33% who read an insert in the past seven days, 62% watched weekday television the day before for three hours; and of the two-thirds who don’t read inserts, 60% also spent approximately three hours the day before watching weekday television.

Clearly, television makes a synergistic difference in a mixed media approach to retail advertising because it builds on the current reach of print. With the greater number of television stations available today, stores large and small may be served by the medium.

The pattern will evolve further in the years ahead. Low-power television stations will provide access to the medium for independent and small food stores throughout the country, and Teletext will enable over-the-air television stations to provide extensive price and item information to the viewer, in addition to employing the regular signal for an institutional message on the qualities of the store.

In this over-the-air system, the electronic interval between the transmission of each scanned picture is used to transmit other information which can be recalled by the viewer at the press of a button. Still of weather data, sports results, stock price OR listings of many grocery store/supermarket price and item specials could be made available to the viewer. Such information could be changed during the day and with the flexibility possible, permit stores to include listings within hours, rather than the days or weeks needed for preprints.

Teletext listings also could make possible local station price and item information for a store in conjunction with commercials of national advertisers of food and food products, paper goods, and all the other products carried. Widely tested, Teletext is at the starting gate, with final standards to be set by the FCC for adapters, or the manufacture of sets incorporating the necessary equipment.

Not to be overlooked in the developing trends, and most important to all food stores are co-op dollars, available from manufacturers, which can extend the advertising budget of the food store by a substantial amount. Most large manufacturers supplying food stores use television heavily, and local advertising by the retailer, who knows his market best, can reinforce the national efforts. While vendor-developed co-op plans are traditional, programs generated by the retailer to fashion their own campaign also are growing.

If you would like additional information about television and how it can help your business, please call the Television Bureau of Advertising at (313) 649-6688, or your local television station account executive.
ONE MILLION INVESTED IN ADVERTISING THIS YEAR!

our total commitment to the supermarket adds up

Our total commitment includes strong and consistent advertising support for our retailer-members. This year we will return over half a million dollars to members in the form of advertising allowances. We have invested almost half a million in television using Ol' Buddy Ernest to increase Country Fresh brand awareness.

And, we maintain a substantial budget for member communication. It all adds up to a million dollars invested in success!

Interested in a competitive program that is committed to the supermarket? Call Jack Carroll or Ted Guthrie at 1-800-632-9300.

“It pays to know who your real friends are... know what we mean?”

Country Fresh

2555 Buchanan Avenue, SW, Grand Rapids, Michigan 49508
Like a pugilist returning to the ring after a long hiatus and knocking out an opponent, United States Savings Bonds have fought hard and staged a remarkable comeback in the financial arena.

The resurgence of bonds can be attributed, by and large, to the market-based variable interest formula. Under this formula, all Series EE Savings Bonds held at least five years earn 85 percent of the average market yield on five year Treasury securities, compounded semiannually. New bonds held less than five years earn interest on a fixed, graduated scale, as in the past.

With market-based interest, bond owners enjoy higher rates when the market is up, with no limit on how high the rates can go. Savings Bonds held five years or longer have the added protection of a guaranteed minimum return of 7.5 percent, even if market averages fall below that amount.

The payroll savings plan allows you to set aside money from each paycheck to buy bonds. You decide the amount, fill out an authorization card and the bond is issued when the purchase price is met. It's that simple.

Since the introduction of a market-based interest system in November 1982, bond sales have increased sharply and redemptions abated. Under this system, Series EE Bonds held five years or longer earn 85 percent of the average return on five-year Treasury securities during the holding period. Older Series E and EE Bonds and U.S. Savings Notes also receive the market-based rate if they are held until November 1987. The interest rate for Series EE Bonds purchased between May 1, 1984 and October 31, 1984 is 9.95 percent. The Treasury Department computes the market-based rate each May and November. Since the variable rate system was introduced, the average interest rate offered on bonds has been 9.77 percent.

And the benefits are terrific. Interest on bonds is exempt from state and local income tax, and federal income tax may be deferred until bonds are redeemed or reach final maturity. These tax breaks result in taxable equivalent yields substantially higher than the announced interest rate. The precise benefit depends on how long a bond is held and the tax bracket of the bond holder during the holding period and at redemption.

Savings Bonds also offer tax advantages that allow you to shift a portion of your child’s college costs to Uncle Sam. Simply buy bonds in your child’s name with you as beneficiary rather than co-owner. The first year, file a tax return in the child’s name listing bond interest as income. This establishes intent, and no further returns need be filed unless the child’s income in any one year exceeds the $1,000 limitation established by the Internal Revenue Service. When the child wishes to redeem the bonds for college, or any other reason, there is no tax liability.
Bureau of State Lottery
Salutes and Thanks
The Associated Food Dealers

Last year, a record setting, $548 million worth of Michigan Lottery Tickets were sold, generating $221 million in net revenue for the State School Aid Fund.

The more than 7,000 Lottery Agents earned nearly $35 million in commissions.

This year should be even better with the introduction of Lotto, the game that can pay off multi-million dollar jackpots.

The Michigan Lottery and its agents;
A winning combination.

When you play the Lottery... education wins.
AFD Members Got Valuable Advice At Crime Prevention Seminar

Over 300 members of the Associated Food Dealers (AFD) received valuable crime prevention tips at a special crime prevention seminar held for retail members and vendor drivers at the Southfield Manor, recently.

The seminar, sponsored by AFD, the Iraqi-American Graduates Association, the Detroit Police Department and the newly formed Ethnic Community Response Network, featured a panel of speakers discussing how grocers can avoid crime and what to do when a crime occurs.

Richard Nixon of the Crime Prevention Section of the Detroit Police Department gave valuable crime prevention tips, including providing adequate outside and inside lighting, giving employees security assignments for closing the store and being certain that rear doors are locked when not in use.

In the event of a robbery, Nixon said the most important thing to remember is not to try to be a “hero.” He also offered the following advice during and after a robbery:
- Don’t try to talk the robber out of robbing the store.
- Don’t stare at him.
- Do exactly as you are asked to do by the robber.
- After he leaves, write down a description of him, starting from the top of his head down.
- Do not keep large amounts of money in the register.
- Keep your hands in sight.
- Don’t talk.
- Don’t get into his car.
- Be cooperative.
- Notify police immediately after the robbery.

Edward Deeb, executive director of AFD, talked about the need for cooperation with neighborhood residents and the police department to curb crime. “Crime prevention is a cooperative effort,” said Deeb.

Robert Jones, project director of the Ethnic Community Response Network, said the most important thing to remember is to “keep cool and level-headed” under all circumstances.

“I know how difficult it is to watch someone taking what is yours, but it’s just not worth the risk,” said Jones. He also advised grocers to handle shoplifters with care by dealing with them out of view of customers after they have been caught shoplifting. “Let the police handle the problem,” he advised.

Jerry Yono, AFD past chairman and current board member and owner of the Detroit Food and Drug Center, warned grocers that “a few moments of uncontrolled anger can cause unnecessary death,” and said that grocers should be careful about what they say to someone robbing their store.

Deputy Police Chief James Bannon praised the efforts of the AFD and the Concerned Citizens Council for “working together to build a harmonious relationship between grocers and neighboring residents.” “The Ethnic Community Response Unit which the police department has formed will go a long way toward stopping violence before it becomes a serious problem and too hot to handle,” said Bannon.

Other panelists included Ismat Karmo and Nahil Antone of the Iraqi-American Graduates Association. A question and answer session followed the presentation by the panelists.

Burglary Prevention Tips

Eighty percent of all persons arrested for burglary are repeat offenders. It is a simple statement of fact that the majority of retail businesses are easy targets for burglars. Only about 18 percent of all burglaries are cleared or solved by arrests.

All points of entry to the store must be protected. Doors should fit tightly in their jambs. A gap of even one-quarter of an inch between the door and jamb may give the burglar enough space to insert a steel bar or hydraulic jack to spring the lock bolt.

Emergency exit doors are often the weakest link in the perimeter security system. The locking devices on emergency doors should be checked regularly to make sure they are working properly. All store keys should be stamped “Do Not Duplicate.” Don’t identify keys, except with a code. Never identify names and location.

WHY FUSS WITH COUPONS
WHEN THE AFD
COUPON REDEMPTION CENTER
CAN DO THE JOB FOR YOU?

Mail your coupons or drop them off at:
Associated Food Dealers
125 W. Eight Mile Road
Detroit, Michigan 48203
G. Heileman Brewing Company Says Yes to Michigan
America's Leading Full Line Brewer
Your Old Scale May Be Cutting Your Profits

If you're still using an old mechanical scale, you could be losing many dollars a year in giveaways. Now may be the time to consider replacing that mechanical scale with a new, accurate digital scale, according to the Toledo Scale Corporation.

Most salespeople tend to err on the side of the customer, so you are probably giving money away by using a mechanical scale. Those fraction-of-an-ounce giveaways can eat into your profit.

Operators are prone to add an extra slice “just to be sure.” And then they’ll charge only the cost-per-pound. Usually they don’t even try to calculate that little bit over.

Each of these giveaways costs you part of your profit. Over weeks and months those little extras add up to a big chunk of lost money.

Here’s an example: a particular cheese sells for $2.99 per pound. A quarter of an ounce given away in 50 weighings per day adds up to a $14.04 a week, $60.84 per month or $730.08 a year. If it’s as high as a half-ounce, you’re giving away $1,460.16 a year.

A digital scale will save money over a mechanical scale because you always get an actual numerical weight value for each transaction. There’s no guessing or approximating what the weight reads because the actual weight is displayed in numbers.

On older scales with charts and pointers, there’s always the human judgment factor to decide exactly what weight is to be used in calculating the total price.

If you had several people read the same weights on an older-type scale, you’d probably get two or three different values. Of course, all these values would be close to the actual value, but nevertheless, three different values mean three different prices would be charged to the customer. And that little bit over means dollars to you.

With a digital scale, you can take advantage of accurate weighing with a merchandising technique which will sell more cheese, for example, instead of losing it through giveaway errors. You can encourage your salespeople to sell “a little bit over.”

Almost every time the customer will say yes. By using this technique, you’ve sold extra cheese every time, and customers know they have received true values.
INTRODUCING

MARKETOTE
Plastic Bagging System

BORROUGHS
Checkout Systems

FRANKLIN
950
UPC Pre Pac

Low Cost Deli Scales

Authorized Distributors

Marketote Sacks
Mobil Produce & Meat Bags
Kemclean Floor Care Systems
Security Brand Tape
Kemclean Meat Room Sanitizing Systems
Mobil Foam Trays
Stay Fresh Deli Bags
Equipment Sales & Service Available!

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St. Regis Locker Papers
3M Tapes
Bay West Turn Towel Systems
Soakup Floor Absorbants
Good Year Films
Custom Print Poly & Paper Bags

Call today for a demonstration or information on our complete packaging supply program for: Supermarkets, Delis, Produce & Meat Markets, and Bakeries.

313-921-3400
Survey Shows How Consumers Complain

The most common form of consumer activism is refusal to buy products that cost too much, according to a 1984 poll by the Food Marketing Institute (FMI) in Washington, D.C.

The poll also revealed that consumers are unlikely to write letters to their congressmen demanding that the government take some action. They are also not inclined to get neighbors to sign petitions, and they are least likely to join organized consumer boycotts against particular products or stores.

The FMI poll also surveyed consumers about actions they had taken to resolve supermarket-related complaints. The results show a continuing trend toward resolving problems with the store directly rather than going to other parties.

Over half of those surveyed said they had returned products to a supermarket for a refund or exchange. The number taking this action increased by 4 percent over 1983.

The second most popular method of resolving problems was to make an in-person complaint to a food store or supermarket manager. Thirty-five percent chose this method.

Consumers indicated they wrote letters of complaint to food manufacturers or supermarkets more often than in the previous three years. Nearly one shopper in 10 took the time to write a letter.

They rarely told friends or neighbors to stop going to a particular store, and few joined food co-ops out of dissatisfaction with their stores. They were also less likely than in previous years to switch supermarkets because they were dissatisfied.
Faygo and the Associated Food Dealers
Go Back a Long way

Faygo Beverages, Inc.
3579 Gratiot Avenue, Detroit, Michigan 48207
Phone (313) 925-1600

PRINCE PRODUCTS PRODUCE
STEADY PROFITS FOR YOU

We appreciate your business and hope you will continue to sell
our popular Prince brand spaghetti, macaroni, egg noodles and sauces.

THE PRINCE COMPANY, INC.
26155 GROESBECK HWY.
WARREN, MICH. 48089

Phone: Bill Viviano or Paul Marks at 372-9100 or 772-0900
RIYADH S. KATHAWA
PRESIDENT
31874 NORTHWESTERN HWY.
FARMINGTON HILLS, MI 48018
PHONE (313) 855-3409

SAFIE BROS.
FARM PICKLE
CO., INC.
Packers of Quality
Pickles and Peppers
52365 N. GRATIOT
NEW BALTIMORE, MI 48047
(313) 949-2900

PETER ECKRICH & SONS, INC.
26135 Plymouth Road, Detroit, MI 48239
Phone (313) 937-2266
Beatrice. You've known us all along.
When you open a package with the name Jays on it, you just know you're in for a treat.

Well, that name you've come to know and love is on a whole line of delicious snack foods, from Cheezelets to corn chips to tortilla chips and more. And you'll enjoy them all as much as you enjoy Jays Potato Chips.
You are cordially invited
to visit our Booth No. 100 at the
1st Annual Michigan
Food & Beverage Exposition

Give a little today.
Take a lot tomorrow.
That's what makes
United States Savings
Bonds a great way to
secure your future.
And why over nine
million people like you
have already joined the
Payroll Savings Plan.
You see, once you
sign up, a small part of
each paycheck is set
aside to buy Bonds.
Saving is so automatic,
you'll soon forget
about it.
So buy United
States Savings Bonds.
Automatically,
through the Payroll
Savings Plan.
You won't even feel
like you're giving, until
all those Bonds are
yours for the taking.

Take stock
in America.
CONGRATULATIONS
AND BEST WISHES TO
THE
ASSOCIATED FOOD DEALERS
ON THEIR 1st ANNUAL
MICHIGAN FOOD & BEVERAGE
EXPOSITION

WOLVERINE PACKING CO., DETROIT, MICHIGAN 48207
Phone (313) 568-1900
Associated Food Dealers' Annual
Michigan Food and Beverage Exposition
October 29-31, 1984 — Cobo Hall, Detroit

The Program

MONDAY — OCTOBER 29, 1984
2:30 p.m. Official Opening Ceremony.  
AFD Board Members and Dignitaries from Michigan.
3 p.m. Exhibit Area officially opens.
3:30 p.m. Prizes Awarded for Outstanding Booths.
9 p.m. Exhibit Hall closes.
NOTE: Every hour on the hour, a prize will be drawn and awarded to attendees. You must be present to win.

TUESDAY — OCTOBER 30, 1984
9-10 a.m. Workshop A: “How to Increase Your Sales/Profits.”
Moderator: Dr. William Haynes
Panel: Retail Store Operators.
10 a.m. Exhibit Area opens. Every hour on the hour, a prize will be drawn and awarded to attendees from AFD. You must be present to win.
10-11 a.m. Workshop B: “Merchandising the Michigan Lottery.”
Michael Carr, Commissioner, Michigan Lottery.
Bruce McComb, Marketing Director, Michigan Lottery.
Moderator: Dr. William Haynes
Panel: Retail Store Operators.
Room 3137
Moderator: Diane Place, former Consumer Specialist, with Food and Drug Administration.
Panel: Esther Shapiro, Detroit Consumer Affairs Director.
Dr. Mary Jane Bostick, Wayne State University
Dr. June Sears, Michigan State University Extension Service
Edward Deeb, Executive Director, Associated Food Dealers
NOTE: This Workshop open to the general public.
5 p.m. Exhibit Hall closes.
6 p.m. 20th Annual Awards Night and Banquet of Associated Food Dealers of Michigan.
Cocktail Reception courtesy of Pepsi-Cola Company begins at 6 p.m. with dinner and awards program to follow at 7 p.m. Ballroom Dancing afterward. Ticket required.

WEDNESDAY — OCTOBER 31, 1984
9-10 a.m. Workshop A: “The Changing Beer, Wine and Liquor Scene”
Ms. Patti Knox, Chairman, Michigan Liquor Control Commission, Walter Keck, MLCC staff
Moderator: Dr. William Haynes
Panel: Retailer, Brewer, Wine Dist. and Liquor Vendor.
10 a.m.-3 p.m. Exhibit Area Opens. Every hour on the hour, a prize will be drawn and awarded to attendees from AFD. You must be present to win.
10-11 a.m. Workshop B: “Crime Prevention Tips.”
Chief William Hart, Detroit Police Department.
Moderator: Dr. William Haynes
Panel: Police and Industry Representatives.
3 p.m. Exhibit Hall closes. Exposition adjourned.

See You in 1985!

OUR THANKS AND APPRECIATION
The Associated Food Dealers’ Exposition Committee expresses its thanks and appreciation, on behalf of its 3,600 members and their over 43,000 employees, to all of you who have helped make this Info Expo the success it was. Thanks, especially, to our Exhibitors, our Expo Program Book advertisers, the Cobo Hall staff, Harold Gant and the National Productions staff, our many members for their help, our panelists and moderators who gave of their time and expertise, attendees and supporters of our Awards Night, especially the honorees and Pepsi-Cola Company for their sponsorship, the AFD office staff, Richard Sabaugh of Anthony Franco Co., and Iggy Galante. Thank you all so much.

Donald Harrington, Expo Chairman; Louis Vescio; Phil Saverino; Allen Verbrugge; Phil Lauri; Thomas Zatina; Larry Joseph, AFD Chairman; Edward Deeb, AFD Executive Director.
# Associated Food Dealers

## Michigan Food and Beverage Exposition

**October 29-31, 1984 — Cobo Hall, Detroit**

### List of Exhibitors and Booth Numbers

<table>
<thead>
<tr>
<th>Booth No.</th>
<th>Company</th>
<th>Booth No.</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>336</td>
<td>AFD Credit Union</td>
<td>320</td>
<td>Metro Grocery, Inc.</td>
</tr>
<tr>
<td>337</td>
<td>AFD Self-Insured Workers’ Comp. Plan</td>
<td>120</td>
<td>Michigan Beverage News</td>
</tr>
<tr>
<td>334</td>
<td>Alpena Screen &amp; Art Embroidery</td>
<td>432</td>
<td>Michigan Department of Agriculture</td>
</tr>
<tr>
<td>603</td>
<td>A T &amp; T Information Systems</td>
<td>511</td>
<td>Michlin Chemical Corporation</td>
</tr>
<tr>
<td>311</td>
<td>Anheuser-Busch, Inc.</td>
<td>729</td>
<td>Midwest Ice Corporation</td>
</tr>
<tr>
<td>217-221</td>
<td>Arkin Distributing Company</td>
<td>508</td>
<td>Miller Brewing Company</td>
</tr>
<tr>
<td>628</td>
<td>Awrey Bakeries, Inc.</td>
<td>433</td>
<td>Mohawk Liqueur Corporation</td>
</tr>
<tr>
<td>229</td>
<td>J.M. Bellardi &amp; Associates</td>
<td>537</td>
<td>Ontario Greenhouse Products</td>
</tr>
<tr>
<td>429</td>
<td>Bigger Staff Marketing</td>
<td>225</td>
<td>Orval Kent Food Company, Inc.</td>
</tr>
<tr>
<td>702</td>
<td>Blue Cross &amp; Blue Shield of Michigan</td>
<td>308</td>
<td>Paul Inman Associates, Inc.</td>
</tr>
<tr>
<td>637</td>
<td>C.E. Sales &amp; Services, Inc.</td>
<td>503</td>
<td>Pepsi-Cola Bottling Group</td>
</tr>
<tr>
<td>228</td>
<td>Chambers &amp; Associate</td>
<td>109-113-208</td>
<td>The Pfeister Company</td>
</tr>
<tr>
<td>417</td>
<td>Chemico #1</td>
<td>329</td>
<td>Pierino Frozen Foods</td>
</tr>
<tr>
<td>209</td>
<td>City Foods Service Company</td>
<td>316</td>
<td>Pointe Dairy</td>
</tr>
<tr>
<td>526</td>
<td>City Office Supplies</td>
<td>335</td>
<td>R.G.I.S. Inventory Specialists</td>
</tr>
<tr>
<td>618</td>
<td>Cleanway Products, Inc.</td>
<td>435</td>
<td>R.J. Associates</td>
</tr>
<tr>
<td>303</td>
<td>Coca-Cola Bottlers of Detroit</td>
<td>328</td>
<td>Regal Packing Company</td>
</tr>
<tr>
<td>425</td>
<td>Concepts In Foods, Inc.</td>
<td>620</td>
<td>Rite-Way Enterprises, Inc.</td>
</tr>
<tr>
<td>337</td>
<td>Creative Risk Management Corp.</td>
<td>416</td>
<td>Rose Exterminator Company</td>
</tr>
<tr>
<td>325</td>
<td>Creative Service Corp., Inc.</td>
<td>321</td>
<td>Safie Brothers Farm Pickle Company</td>
</tr>
<tr>
<td>418</td>
<td>Detroit Free Press</td>
<td>625</td>
<td>Sale Control System, Inc.</td>
</tr>
<tr>
<td>324</td>
<td>Dudek Deli Foods, Inc.</td>
<td>232</td>
<td>Schweitzer</td>
</tr>
<tr>
<td>521</td>
<td>Everfresh Juice Company</td>
<td>216</td>
<td>Scot Lad Foods</td>
</tr>
<tr>
<td>517</td>
<td>F.S. Carbon</td>
<td>403</td>
<td>Seven-Up/Canada Dry Detroit</td>
</tr>
<tr>
<td>702</td>
<td>Joseph Gadaletto Associates</td>
<td>333</td>
<td>George Shame, CPA/P.C.</td>
</tr>
<tr>
<td>437</td>
<td>Garden Fresh Sales Company, Inc.</td>
<td>236</td>
<td>Simmons Products Corporation</td>
</tr>
<tr>
<td>233</td>
<td>Glenmore Distilleries</td>
<td>532</td>
<td>Southern Saw Service, Inc.</td>
</tr>
<tr>
<td>632</td>
<td>Great Lakes Data System</td>
<td>535</td>
<td>Stand Guard Alarm</td>
</tr>
<tr>
<td>525-527</td>
<td>Harold Brehm-Broaster Sales</td>
<td>317</td>
<td>Stark &amp; Company</td>
</tr>
<tr>
<td>529</td>
<td>Heritage Wholesale</td>
<td>326</td>
<td>Stella D’Oro Cookies</td>
</tr>
<tr>
<td>536</td>
<td>Hobart Corporation</td>
<td>421</td>
<td>Stephen’s Nu Ad, Inc.</td>
</tr>
<tr>
<td>520</td>
<td>Independent Biscuit Company</td>
<td>502</td>
<td>Stroh Brewery Company</td>
</tr>
<tr>
<td>721</td>
<td>In ‘N’ Out Food Stores</td>
<td>428</td>
<td>Stroh’s Ice Cream</td>
</tr>
<tr>
<td>616</td>
<td>J &amp; J Wholesale</td>
<td>410</td>
<td>Taylor Freezer of Michigan, Inc.</td>
</tr>
<tr>
<td>434</td>
<td>Jay’s Foods</td>
<td>328</td>
<td>Thornapple Valley Products</td>
</tr>
<tr>
<td>717</td>
<td>Kar Nut Products Company</td>
<td>220</td>
<td>Toledo Scale Co.</td>
</tr>
<tr>
<td>716</td>
<td>Kowalski Sausage Company</td>
<td>302</td>
<td>Tom Davis &amp; Sons Dairy Company</td>
</tr>
<tr>
<td>237</td>
<td>Labatt Importers, Inc.</td>
<td>528</td>
<td>Tom’s Foods, Inc.</td>
</tr>
<tr>
<td>613</td>
<td>Lancia Bravo Foods</td>
<td>413</td>
<td>Tony’s Pizza Service</td>
</tr>
<tr>
<td>609</td>
<td>Lipari Foods</td>
<td>420</td>
<td>Towne Club Beverages</td>
</tr>
<tr>
<td>332</td>
<td>Mel Larsen Distributors, Inc.</td>
<td>534</td>
<td>Tucker &amp; Associates</td>
</tr>
<tr>
<td>529</td>
<td>Micro Time Management Systems, Inc.</td>
<td>625</td>
<td>United Steel &amp; Wire Company</td>
</tr>
<tr>
<td>518</td>
<td>Liberty Paper &amp; Bag Company</td>
<td>509</td>
<td>Universal Refrigeration</td>
</tr>
<tr>
<td>610</td>
<td>Ludington News Company, Inc.</td>
<td>309</td>
<td>Variety Nut &amp; Date Company</td>
</tr>
<tr>
<td>516</td>
<td>Oscar Mayer &amp; Company</td>
<td>100</td>
<td>Vernors, Inc.</td>
</tr>
<tr>
<td>409</td>
<td>Melody Farms Dairy</td>
<td>621</td>
<td>W.O.W., Inc.</td>
</tr>
<tr>
<td>424</td>
<td>Merchants Cash Register</td>
<td>524</td>
<td>Ye Olde Coffee Service</td>
</tr>
</tbody>
</table>

PLEASE NOTE: Due to late exhibitor commitments, we unfortunately were unable to list some of our companies on this roster. — The Editors.
YOUTH DAY III
A Resounding Success

Over 8,000 youngsters from the Detroit area enjoyed a fun-filled day of activities at the third annual Youth Day held at Belle Isle. Youth Day is co-sponsored by the Associated Food Dealers, WJBK-TV, WJLB Radio, the Detroit Free Press, the City of Detroit Recreation Department and 45 community organizations.

The youngsters, ages 8-15, particularly enjoyed the various sport clinics taught by active and retired sports celebrities from Detroit area teams, college and professional. They learned quite a bit from the athletes who generously donated their time, and they also learned the importance of fair play and teamwork. Sport clinics were held in basketball, football, baseball, aerobics, track and field, boxing and martial arts.

Youngsters also enjoyed a number of fun activities including break-dancing, roller skating and games. Entertainment was provided by several local musical dance groups and the local band, "Stars of Tomorrow."

The AFD praises the cooperation of the Detroit Police Department and cadets and the Keep Detroit Beautiful Teens for their assistance in making the event a success.

Food and beverages distributed free to youngsters included 9,000 of the following: hot dogs, buns, bags of potato chips and peanuts and cartons of milk. 25,000 soft drinks and ice cream bars and fruit were also distributed.

Youth Day sponsors received a testimonial resolution from the Detroit City Council represented by Councilman Jack Kelly, and a proclamation from Mayor Coleman Young, who was represented by Deputy Mayor Fred Martin.

Many local food merchants rented buses to transport youngsters to the event, and the free food and beverages were served compliments of the AFD members listed at the right.

OUR THANKS TO:
- Absopure Water Company
- Awrey Bakeries
- Belmont Paper & Bag Company
- Bonnie Bakers
- Borden, Inc.
- City Foods
- Chatham Super Markets
- Coca-Cola Bottlers
- Detroit Pure Milk
- Eastern Market Council
- Peter Eckrich & Sons
- Entenmann's Inc.
- Everfresh Juice Company
- Faygo Beverages
- Hygrade Food Products
- Independent Biscuit Company

AND:
- Jay's Potato Chips
- Stroh's Ice Cream
- Thornapple Valley
- Tom's Foods
- Kar-Nut Products
- Koepplinger Bakeries
- Liberty Paper & Bag Company
- Ludington News Company
- Oscar Mayer & Company
- McMahon & McDonald, Inc.
- Meisel/Sysco Company
- Melody Farms Dairy
- Metro Grocery
- Midwest Ice Company
- Oven-Fresh
- Pepsi-Cola Bottling
- Red Pelican Foods
- Seven-Up Company
- Vernor's, Inc.
- Faro Vitale & Sons
- Wesley's Ice Cream
- Wilson Dairy
- Wonder Bread

AND:
- Allen's Check Cashing
- Armour Food Market
- Brother John's Community Store
- Food Value Market
- Gibson Party Store
- Hamilton Foods
- K&G Food Market
- Tel-Kaif Party Store
- Lafayette Towers Super Market
- Mt. Elliott-Charlevoix Market
- Parkway Foods
- Pete's Scot Farms
- S&D Variety Store
- Savon Foods
- Seven Stars Market
MORE ON YOUTH DAY III in our next issue. In addition a comprehensive review of AFD involvement and action programs in 1984 — we'll feature extensive picture coverage of Youth Day III, AFD's acclaimed and most successful summertime community relations event.

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- JZ Juices & Fruit Drinks
- Savinos Sorbet
- Chipwich Ice Cream Sandwiches
- Isaly's Klondike Bars
- Gelare Ice Cream Italiano
- Alinosi Supmoni & Lemon Ice
- Goo Goo Cluster Ice Cream Bars & I/C

* AND MUCH MORE
The Independent Biscuit Co.
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Hussmann® and Universal Refrigeration are proud to announce a newly created distribution agreement for Hussmann Quality products. Whereby Hussmann will provide and Universal will warehouse a large quantity of refrigerated merchandisers thus allowing immediate availability to you, our valued customer.

Universal specializes in maximum profit merchandising equipment. Included are walk-in reach-in coolers and freezers featuring Ardco or Anthony glass display doors.

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(313) 895-3200
Pharmacy Crime Is Now A Federal Offense

A legislative development which became associated with the move for stiffer penalties for product tampering has been the Pharmacy Crime bill, signed into law by President Reagan on May 31.

The theft of controlled substances, often including hold-ups and violence, has been a major problem for pharmacies in recent years. The growing number of supermarkets offering pharmacy services made this issue a direct concern of Food Marketing Institute (FMI), which supported the legislation.

The new law makes it a federal crime to rob a pharmacy or any Drug Enforcement Agency registrant of a controlled substance. It provides a penalty of $25,000 and/or 20 years in prison for such robberies or attempted robberies. These penalties are triggered if the replacement cost of the material is more than $500, if the person committing the crime has traveled in interstate or foreign commerce, or if another person has been killed or suffered significant bodily injury as a result of the crime.

Another provision of the law provides a fine of $25,000 or imprisonment for not more than 20 years for entering or attempting to enter the business premises or property of a pharmacy with intent to steal a controlled substance. A fine of $35,000 is provided for use of a dangerous weapon or device during a robbery or burglary, and a fine of $50,000 and imprisonment for any term of years if a person is killed.

The law requires that the Attorney General submit an annual report to Congress for the next three years with respect to enforcement activities of this law by his office.

The emergence of the “drug” culture in this country in recent years has focused attention on the vulnerability of pharmacies which offer the legitimate prescription sale of products sought by others for non-medical purposes. The new law has teeth in it, and should help reduce the risks that pharmacists experience in carrying out their necessary function in the medical community.
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see us in booth #425
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(313) 1-421-6292

Do you know anybody who SHOULD be an AFD member, but isn't?
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3rd ANNUAL GIFT BONANZA UNDER WAY!
The promotion will run from July 1, 1984 to January 1, 1985. Results will be tabulated at the end of the six month period. Computer printout will indicate which accounts qualify for a free gift. To qualify:

1. Open a new account and receive a key chain (available immediately).
2. Increase your regular share account by at least $300.00 over the next six months and receive a Solar Calculator.
3. Increase your regular share account by at least $600.00 in the next six months and receive your choice of several electrical gifts.
4. Increase your regular share account by at least $1200.00 over the next six months and receive your choice of several G.E. gifts.

Gifts are on display at the Credit Union office. Substitutions may be necessary due to availability of gifts.

RULES: Increase in shares must be in the members main account and gifts are limited to one gift per main account. Direct deposits in an account will qualify the member for their gift immediately. However the deposit must remain in the account for a six month period.

ENDORSEMENTS
When mailing or carrying 2nd or 3rd party checks for deposit, you should restrict negotiability to your depository. Endorse the checks “For Deposit To My Account At AFD Credit Union” followed immediately by your signature.

WELCOME ABOARD
The credit union welcomes employees of Savewel Markets and Elias Brothers restaurant chain to our membership.

NEW MEMBERS
As you probably know, recent changes in regulations now make it possible for your credit union to extend membership to all of your relatives. Now your entire family may share the many fine services and benefits offered by AFD Credit Union. Brothers, sisters, aunts, uncles, grandchildren, cousins, etc. In fact, anyone related to you in any way can now join our credit union regardless of where they may live.

The credit union needs and wants new members. We never have enough! Generally speaking, more members mean more deposits, more deposits mean more loans, more loans mean more interest collected, more interest collected means more income, more income means more dividends, and more dividends means more new members.

SHARE DRAFTS
Have you opened your share draft account? If not - why not? It’s the best deal in town! Write all the drafts you want for $1.00 per month. No minimum balances, no transaction fees or hidden charges. Your drafts are accepted almost anywhere and certainly are safer than cash. Call 547-0022 for more information.

IRA’s
Individual Retirement Accounts (IRA’s) are presently paying 10.25% per annum, compounded quarterly. This rate, plus the advantage of payroll deduction, makes this tax deferred investment a bargain. Contact the credit union office for further details.
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Grand Rapids . . 534-5493
Jackson . . . . . 787-2292
Kalamazoo . . . . 343-5767
Lansing . . . . 393-2524
Metro-West . . . 522-1300
Monroe . . . . 242-3600
Muskegon . . . . 722-3936
Royal Oak . . . . 547-7545
St. Clair Shores . 773-2411
Saginaw . . . . 754-3151
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Success to the
Associated Food Dealers
On Their 1st Annual
Michigan Food & Beverage
Exposition

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- Paul Pellerito
  Financial Guardian
  North, Northeast Area – 649-6500
- George Khoury
  Carney-Moelke
  West, Southwest Area — 421-8866
- Sabah P. Najor
  Marketplace Agency
  Detroit Proper — 865-5402
  or the A.F.D. office
  313/366-2400

Program administrator:

Creative Risk Management Corporation
1-792-6355

The Food Dealer, Fall, 1984 / Page 37
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The Food Dealer, Fall, 1984 / Page 39
Helping Shoppers Makes Shopping More Interesting

With more and more exotic or unfamiliar items coming into a store's product department, attention should be given to provide consumer information as part of a merchandising program.

Attention-getters could include the following:

Tear-off recipe cards, charts with nutrition information, or posters illustrating novel serving ideas can add interest and value for the customer.

Some operators have provided a consumer information center in the produce department, offering pamphlets on storage and handling, recipes, nutrition profiles of various fruits and vegetables, charts on seasonal availability and so on.

To highlight a new item or encourage greater sales of slow movers, displays providing tips and advantages of that item work well. For example:

"Serve snow peas raw with dip for a delicious, nutritious snack."
"Eggplant — Once known as the Love Apple of Spain."
"Jerusalem Artichokes — The Starchless Potato."

The versatility, economy and good nutrition profile of most fruits and vegetables make them ideal for a variety of informational promotions. Here are some ideas:

Promote low sodium, low calorie attributes of melon, along with tips on selection: ripe when thumping produces a low pitched sound.

Cucumbers are really cool — 20°F cooler inside than room temperature.

Cucumbers are good cooked, too — steam lightly and serve with bacon and sour cream.

Cucumbers — only one calorie per slice.

Sunshine sandwich — Place a thick tomato slice on bread, top with cheese and broil to melt cheese.

Instant Appetizers — Cherry tomatoes stuffed with grated cheese and broiled.

Great go-togethers — tomatoes and avocados.

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CAIN’S POTATO CHIPS, producers and distributors of snack foods, 2229 John B. Warren, Michigan 48091; (313) 756-0150.

CENTRAL SALES, merchandise, paper products, 7177 Michigan Avenue, Detroit, Michigan 48210; (313) 843-6600.

CREME CURLS BAKERY, manufacturer, bakery products, 5292 Lawndale, Hudsonville, Michigan 49426; (616) 669-6230.

FILLMORE BEEF COMPANY, meat supplier, 5812 142nd Street, Holland, Michigan 49423; (616) 396-6693.

JOSEPH GADALETO & ASSOCIATES, insurance agency, 200 Woodland Pass, East Lansing, Michigan 48823; (517) 351-7375.

HORTICULTURAL INTERNATIONAL PRODUCTS, 3501 Lake Eastbrook Blvd., Suite 345, Grand Rapids, Michigan 49506; (616) 956-9119.

J.F.R. CORPORATION, food caterers, 22871 21 Mile Road, Mt. Clemens, Michigan 48044; (313) 468-1486.


LONDON’S FARM DAIRY, INC., dairy products, 2136 Pine Grove, PO Box 887, Port Huron, Michigan 48060; (1) 984-5111.

PURE BEVERAGE COMPANY, beverage distributors, PO Box 85, Southfield, Michigan 48034; (313) 855-3409.

R/J ASSOCIATES, sales promotion and premium specialists, 22811 Greater Mack, Suite L-1A, St. Clair Shores, Michigan 48080; (313) 445-6100.

TAYLOR FREEZER OF MICHIGAN, INC., distributors of ice cream and ice machines, 13341 Stark Road, Livonia, Michigan 48150; (313) 525-2535.

TONY’S PIZZA SERVICE, manufacturer, PO Box 213, St. Johns, Michigan 48859; (517) 224-9311.

UNIQUE TRAVEL & TOURS, travel agency, 31874 Northwestern Highway, Farmington Hills, Michigan, 48018; (313) 855-3409.

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