JOSEPH SARAFE, AFD Board Member, seated, is pictured with his proud parents Margaret and Salim Sarafa at his desk after being admitted to the Michigan State Bar Association as a practicing attorney. The new young attorney was the recipient of AFD's first scholarship award, and is now connected with Bushnell, Gage, Doctoroff & Reizen law firm in Southfield. He still finds time to assist his family at Park Lane Cork & Bottle Shop, Detroit.
PEPSI.
THE CHOICE OF A NEW GENERATION.
Ed Deeb Gets Surprise Award

EDWARD DEEB, executive director of the Associated Food Dealers, was the surprise recipient of a special distinguished service award at the AFD's 20th Annual Awards Night Banquet. He received a plaque honoring him for 20 years of dedicated service to the Associated Food Dealers. In presenting the award, AFD chairman Larry Joseph praised him for "leading the AFD's growth from 223 members in 1965 to over 3,500 today." Joseph also said, "Deeb is a community-oriented leader who has won the respect and admiration of community and political leaders throughout the state."

Deeb is pictured here with his wife Joanne, showing the plaque to well-wishers.
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?
YOUR ASSOCIATION AT WORK

"1984"

A Review Of
AFD Involvement,
Action Programs

JANUARY

The year began with the AFD Board taking time out to elect its Officers for 1984. Elected were: Larry Joseph, Chairman for a 2nd term; Tom Simaan and Jerry Yono Vice-Chairmen; and George Byrd re-elected Treasurer... AFD met with the Southfield City Council to protest any plans in that city to permit gas stations to also sell beer and wine in addition to gasoline; AFD preferred to keep the current State law intact. A select group of organizations, including the Associated Food Dealers, met with Gov. James Blanchard to outline problems confronting them.

AFD assisted the Easter Seals Society in helping plan its 1984 campaign... AFD strongly testified against the permitting of floor displays of package liquor by SDD licensees at a hearing of the Michigan Liquor Control Commission held in Lincoln Park; thus supporting the State's existing regulations on this subject. AFD met with representatives of the Television Bureau of Advertising to discuss food industry merchandising techniques.

Associated Food Dealers met with a coalition of community organizations to review plans to establish a response network to community problems and tensions, including such groups as NAACP's Detroit Chapter, Detroit Urban League, New Detroit, Inc., the Concerned Citizens Council, in addition to AFD. The Detroit Association of Grocery Manufacturers' Representatives (DAGMR) held its Annual Inaugural Ball at the Holiday Inn, Livonia.

At the request of AFD, officials of the Michigan Dept. of Social Services met in Detroit to re-establish the fraudulent checks unit, thus assisting merchants in being reimbursed for checks which were cashed by appropriate recipients, but fraudulently. The unit was re-established at the meeting, following a year's absence... AFD met with Wayne County Sheriff Robert Ficano to express our industry's concerns, especially about rising crimes affecting drivers and retailers alike. Attending from AFD were Larry Joseph, Tony Munaco, Ed Deeb and our attorney Peter Bellanca.

The AFD Credit Union Board met to map out promotional activities and service to members for 1984, under the Chairmanship of Don Harrington and general managship of Robert Stevenson... AFD met with officials of United Community Services to provide input of our organization into their programs. (UCS is the funding arm for the United Foundation Torch Drive.)... AFD met with officials of the Michigan Dept. of Labor to review the State's Workers' Compensation regulations as they affect our industry and proposed needed amendments. Attending from AFD and our Self-Insured Workers' Compensation Program were Ed Deeb, Mike Ranville and attorney James Bellanca, along with James Duff and Liz Vernier from Creative Risk Management Corporation, our administrators.

AFD met with the Board of the Eastern Market Wholesale District Council to provide input for helping to develop and expand the market area even further. The Eastern Market Council is headed by Vincent (Jim) Vitale of Faro Vitale and Sons... AFD's Tony and Sam Munaco along with Ed Deeb attended a tribute dinner for Rev. Obie Matthews, sponsored by the Black Baptist Ministers, and presented Dr. Matthews with an appropriate plaque for his dedicated work to keep harmony in Detroit's center city area.

AFD met with representatives of the Michigan Dairy Foods Association at a preliminary meeting to (continued on page 8)
Off The Deeb End
EDWARD DEEB
AFD Executive Director

GREATER RESPONSIBILITIES WITH GREATER GROWTH

With more and more units of chain stores being sold to independent food store operators, it has opened a wide sphere of opportunity to those independents who are astute enough to provide the types of services a large supermarket requires.

When one is used to operating smaller party stores, wine shoppes, delis or what have you, too often we forget that the bigger sales volume and labor force needed to manage a large supermarket also require more services for shoppers than were necessary in smaller stores.

Obviously, a larger store also requires more attention and sounder management to assure both customer and employee safety, proper insurance coverage, and proper legal papers to protect the new owner of a larger store or operation.

Needless to say, but an important reminder anyway, the bigger the store, the bigger the responsibilities, including more goodwill, community relations involvement with block clubs, churches, youth groups, schools etc. Being involved in the vicinity where your store is located is not only essential, but it is smart business and will help you grow in the future.

Although the independent food and beverage store operators have always played an important role in our industry, today the independents play an even greater role. In the City of Detroit proper, independents have captured about 65% of the sales volume. On a statewide basis, independents are doing about 58% of the total sales.

More and more retailers and suppliers are joining AFD and becoming part of the largest food and beverage association in Michigan which now includes over 3,600 members who employ over 43,000 persons. We are happy to report that in 1984 331 new members joined AFD, and we proudly welcome them aboard.

As 1984 closes and 1985 begins, I wish to take this opportunity to extend our best wishes for health, happiness and success to all our members. My toast to you: “May your best of 1984 be your worst of 1985.”
G. Heileman Brewing Company
Says Yes to Michigan
America's Leading Full Line Brewer
REVIEW
(from page 5)

decide how best to curb the theft of plastic milk cases. Legislative solutions were discouraged, and a massive industry-wide promotional campaign to reach consumers was stressed. AFD participated in the effort and provided free page advertisements in our publication, and a survey of members.

FEBRUARY

Associated Food Dealers' Ed Deeb and Mike Ranville of Karoub and Associates, our legislative liaisons, met with Michigan State Lottery Commissioner Michael Carr to relate ways of improving the marketing and profitability of the Lottery, and an important need to increase commissions to retail agents, to compensate for rising costs incurred. AFD met with officials of Michigan Blue Cross and Blue Shield to review AFD's program, expand coverage and reduce rates. (Note: Rates were eventually reduced an average of 2%.)

AFD's Sam Yono and Ed Deeb met with officers of the Chaldean Youth Organization to assist with their food industry programs, and outline how the two groups could work closer together. AFD met with representatives of the Michigan Special Olympics program hosted by Paul Inman Associates. Featured guests were ex-Lion Ron Kramer and weathercaster Sonny Elliott. AFD met with Anthony Franco Company to plan AFD's 1984 public relations and community relations campaign, including a survey of members and the community.

AFD hosted a meeting of the Michigan Dept. of Agriculture Advisory Council at the AFD office, Detroit. AFD alerted Michigan banks it was not happy with charges imposed upon retailers who submit Federal Food Stamps for deposit into their accounts.

MARCH

AFD met with the Detroit Economic Growth Corporation's retail development committee to seek out major new shopping center sites in Detroit. AFD met with Detroit Police Chief William Hart to review plans to inaugurate an Ethnic Community Response Network to deal with community problems involving merchants and residents. Also attending were Concerned Citizens Council, Detroit Urban League, New Detroit and the NAACP Detroit chapter.

March 16, AFD's Ed Deeb and legal counselor James Bellanca met with officials of Comerica to encourage them to drop bank charges for retailers who handle and redeem food stamps and deposit them in Comerica accounts. AFD met with officials from Coca-Cola USA of Atlanta to review Michigan's costly and inefficient returnable container law still costing our industry in Michigan over $300 million annually to comply with. First Free Legal Clinic of the year for AFD members, a special service in cooperation with our attorneys, Bellanca, Beattie, DeLisle et al, was held March 29.

AFD-sponsored House Bills 4312 and 4313 to eliminate duplicate food inspections, passed the Michigan House and was sent to the Senate. AFD participated in a Crime Task Force sponsored by the Detroit City Council, and called by Erma Henderson.

AFD's 68th Annual Trade Dinner was held at the Royalty House in Warren. Featured guest of honor was U.S. Senator Carl Levin, who promised AFD and our members that he would continue to strive for "due process" for our industry, particularly for retailers related to the federal food stamp program and their receiving stiff penalties without due process. State Supreme Court Justice Thomas G. Kavanaugh installed the AFD officers and directors. Entertainment featured the Italian comedy team of Gaylord and Holiday, and continuous music and entertainment.

APRIL

AFD co-hosted a news conference in Detroit Police Chief William Hart's office to formally announce the Ethnic Community Response Network and how it functioned, along with the half-dozen community groups who were part of ECRN participating. AFD met with the Michigan Merchants Council to seek ways both organizations can work in unison for their memberships.

Detroit Food Brokers Association (DFBA) hosted a dinner at the Topinka's Country House featuring the officers and directors of the Associated Food Dealers. AFD's Ed Deeb outlined the numerous programs and services AFD was working on and involved in on behalf of the industry. Attending from AFD were Sam Yono, Willie Cooper, Phil Lauri, Jerry Yono, Sid Brent, Don Harrington and Maury Young. DFBA president Phil Fischioni praised the efforts of AFD and promised to have DFBA work closely with AFD wherever possible. The AFD Credit Union held its annual elections.

AFD's Ed Deeb and Bob Jones of Concerned Citizens Council appeared on an hour-long live talk show on WXYZ radio hosted by Patrick Weiss to explain the Ethnic Community Response Network and field questions from callers. AFD also taped a half-hour television show segment for Continental Cable Television explaining its goals, objectives and accomplishments. The show is sponsored by the Detroit (continued on page 10)
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
REVIEW
(from page 4)

Chamber of Commerce... In cooperation with Dick Sabaugh and Anthony Franco Company, AFD developed and printed a special membership promotion letter and brochure outlining the benefits of AFD membership.

Anheuser-Busch’s John Conti was inducted into the University of Detroit Hall of Fame during this month... AFD Self-Insured Workers’ Compensation program issued its first dividend to participating members.

MAY

AFD’s Board of Directors formally approved the sanctioning of AFD’s first Michigan Food and Beverage Exposition in conjunction with National Exposition Services, to be held Oct. 29-31 at Cobo Hall; a breakfast meeting was held May 1st to announce plans to the trade... AFD’s Golf Committee, co-chaired by Iggy Galante and Mike Simon, held its first meeting to formalize plans for our 9th Annual Golf Outing in August at Burning Tree Country Club.

Hosted by Anthony Yono, Detroit Food and Drug Center held an appreciation party for its customers at St. Cecilia Church. ... Ed Deeb appeared on WKBD-TV50 to relate AFD’s new community coalition program involving the Ethnic Community Response Network... AFD’s 2nd Free Legal Clinic of the year was hosted on May 15th by James Bellanca.

AFD met with representatives of the Eastern Market Wholesale District Council, Eastern Market Development Council, the Automobile Club of Michigan and the International Freedom Festival Committee to plan a “Taste of Eastern Market” during the July 4th celebration... AFD delivered its formal proposal for job training to the State of Michigan at this time... In the Spring issue of The Food Dealer magazine, a feature article by William O. Haynes on “It’s What’s Up Front That Counts” outlined the importance of front-end operations.

The Kroger Company and Wetterau, Inc., a St. Louis-based wholesale grocer, announced it was forming a separate wholesaling company to supply retail food stores in Michigan. Called Foodland, now in operation, it supplies a full-line of groceries and general merchandise... Kroger at the same time re-opened its Livonia dairy plant... Associated Grocers of Michigan, based in Holt, announced it had acquired Central Grocery Company of Flint.

JUNE

The Federal Trade Commission (FTC) announced an investigation into food chain pricing responses to competition from warehouse stores and will hold public hearings... AFD’s first free accounting clinic, in cooperation with our CPA’s, George Shamie CPA, P.C., was held June 1st... AFD and several members participated in the Macomb County Older Americans Festival... AFD sponsored an interesting and successful Produce Seminar June 5th at the Fairlane Manor, Dearborn with about 42 persons participating, with moderator Fred DeVries.

Officials of AFD’s Self-Insured Workers’ Compensation Program met with the Michigan Dept. of Labor once again, only this time to review needed occupational definition changes... AFD met with New Detroit, Inc., regarding the need for funding jobs generally, and AFD’s program in particular.

AFD met with officials of the Food Coalition of Southeastern Michigan to discuss ways the two organizations could cooperate on important emergency food matters... AFD’s Ed Deeb and Jerry Yono met with police officials and members of the American Chaldean University Graduates to plan a future seminar on crime prevention.

AFD met with Gov. James Blanchard and other association leaders to learn of Project Self-Reliance which was about to be kicked off. Project Self-Reliance, headed by former Senator Doug Ross would move to get people off of welfare into normal jobs, while saving taxpayers money... AFD and our public relations counselor Richard Sabaugh of Anthony Franco Company met with the Michigan Dairy Foods Association to discuss methods for voluntarily reducing theft of plastic milk cases.

JULY

Gov. Blanchard signed House Bills 4312 and 4313 into law, thus eliminating wasteful duplicate inspections of food establishments by two differing state agencies. The bills were sponsored by AFD and carried through the process of Rep. Lewis Dodak. The signing took place on the capitol steps and front lawn. Along with AFD, other organizations were on hand for the signing. After the ceremony, AFD co-hosted a buffet lunch for those in attendance, along with Michigan Merchants Council and Michigan Food Dealers of Lansing. AFD called the legislation as a “major victory for AFD and our industry.”

Youth Day III, sponsored by Associated Food Dealers, WJBK-TV2, Detroit Free Press, Detroit Parks and Recreation Dept, WILB Radio and some 60 community organizations, was held at Belle Isle with some 9,000 youngsters and adult supervisors on hand. Detroit sports celebrities on hand to host clinics included Lem Barney, Jim Thrower, Bill Laimbeer and Dave Bing to mention a few. AFD retailer and supplier members played a major role in co-sponsoring the event. Extensive media coverage was given in both the print and the electronics media.

Over 250 retailers, drivers and interested parties attended a Crime Prevention Seminar at the Southfield Manor sponsored by the Detroit Police Dept., Concerned Citizens Council, Chaldean-American University Graduates along with AFD... Met with officials of the Governor’s office to outline the importance of and the need to fund AFD’s Job Training Program.

AFD met with state officials to speedily put together an intensive 10-day food industry retail orientation program, which was not only successful but which saw 20 persons hired into fulltime jobs in conjunction with Project Self-Reliance.

“Taste of Eastern Market,” held July 1st as part of the Freedom Festival between Windsor and Detroit was a huge success, with over 80,000 persons attending... Regarding the survey sent to AFD members on stolen (continued on page 16)
AFD's First Annual
Food and Beverage Exposition
An Unqualified Success!
The first annual Michigan Food and Beverage Expo- 
tion, held at Cobo Hall in Detroit, was such an overwhelm-
ing success that the AFD is already making plans for th-
1985 exposition.

"We are calling this year's exposition an unqualif-
ied success because of the number of grocers who atten-
d and the very positive response from all of the exhibi-
ters who were present," said Ed Deeb, AFD executive di-
rector, who predicted (with more time to prepare for it) that ne-
year's exposition will be bigger and better.

Deeb's optimism seems justified. The number of 
grocers who attended the first exposition was well bey-
ond expectations. About 2,500 were expected — and at lea-
4,000 attended.

This year's exposition was called "The Info Expo-
because of the focus on information available to par-
ticipants on increasing their sales and profits. Many groc-
"The Info Expo Attracted..."
Expo' over 4,000

The exposition said they came away with new ideas and products that they are certain will help in their businesses. Exhibitors particularly expressed satisfaction with the opportunity to talk with individual store owners on a one-to-one basis. The exhibitors also reported "quite a lot of order-taking" and were sufficiently impressed with the success of the meeting to make advance reservations for next year's exposition. Some even increased their number of booths.

One food and beverage supplier said it would have been him a year of constant traveling to talk to the number of grocers he met at the exposition.

The overall success of the entire show was so impressive that many non-members of the AFD joined the D. After attending the exposition, suppliers, wholesalers, and brokers interested in booth information for the 2nd annual Michigan Food and Beverage Exposition should call offices at (313) 366-2400.
Our Sincere Appreciation
To These Exhibitors Who Participated
In The Exposition

AFD Credit Union
AFD Self-Insured Workers' Comp. Plan
Alpena Screen & Art Embroidery
A T & T Information Systems
Anheuser-Busch, Inc.
Arkin Distributing Company
Awrey Bakeries, Inc.
Bellanca, Beattie, DeLisle et al
J.M. Bellardi & Associates
Bigger Staff Marketing
Blue Cross & Blue Shield of Michigan
C.E. Sales & Services, Inc.
Chambers & Associate
Chemico #1
City Foods Service Company
City Office Supplies
Cleanway Products, Inc.
Coca-Cola Bottlers of Detroit
Concepts In Foods, Inc.
Creative Risk Management Corp.
Creative Service Group, Inc.
Detroit Free Press
Dudek Deli Foods, Inc.
Everfresh Juice Company
F.S. Carbon
Joseph Gadaleto Associates
Garden Fresh Sales Company, Inc.
Glenmore Distilleries
Great Lakes Data System
Harold Brehm-Broaster Sales
Heritage Wholesale
Hobart Corporation
Independent Biscuit Company
In 'N' Out Food Stores
J & J Wholesale
Jay's Foods
Kar Nut Products Company
Kowalski Sausage Company
L. Falberg Samul Enterprises
Labatt Importers, Inc.
Lancia Bravo Foods
Lipari Foods
Mel Larsen Distributors, Inc.
Micro Time Management Systems, Inc.
Liberty Paper & Bag Company
Ludington News Company, Inc.
Oscar Mayer & Company
Melody Farms Dairy
Merchants Cash Register

Metro Grocery, Inc.
Michigan Beverage News
Michigan Department of Agriculture
Michlin Chemical Corporation
Midwest Ice Corporation
Miller Brewing Company
Mohawk Liqueur Corporation
Nu-Method Pest Control Prod. & Svcs.
Ontario Greenhouse Products
Orval Kent Food Company, Inc.
Paul Inman Associates, Inc.
Pepsi-Cola Bottling Group
The Pfeister Company
Pierino Frozen Foods
Pointe Dairy
R.G.I.S. Inventory Specialists
R.J. Associates
Regal Packing Company
Rite-Way Enterprises, Inc.
Rose Exterminator Company
Safie Brothers Farm Pickle Company
Sale Control System, Inc.
Schweitzer
Scot Lad Foods
Seven-Up/Canada Dry Detroit
George Shamie, CPA/P.C.
Simmons Products Corporation
Southern Saw Service, Inc.
Stand Guard Alarm
Stark & Company
Stella D'Oro Cookies
Stephen's Nu Ad, Inc.
Stroh Brewery Company
Stroh's Ice Cream
Taylor Freezer of Michigan, Inc.
Thornapple Valley Products
Toledo Scale Co.
Tom Davis & Sons Dairy Company
Tom's Foods, Inc.
Tony's Pizza Service
Towne Club Beverages
Tucker & Associates
United Steel & Wire Company
Universal Refrigeration
Variety Nut & Date Company
Vernors, Inc.
W.O.W., Inc.
Ye Olde Coffee Service
AWARD WINNERS at the 20th Annual Associated Food Dealers of Michigan (AFD) Awards Night and Banquet (left to right): Edward J. Wieferman, chairman of the board of E.J. Wieferman Co. (Beverage Distributor of the Year); Ronald Kowalski, president and chief executive officer of Kowalski Sausage Co. (Food Manufacturer of the Year); Art Robbie, Hiram Walker sales executive (Special Distinguished Service Award); Thomas Angott, president of Detroit Pure Milk Co. (Man of the Year); Bernard Weisberg, chairman of the board and chief executive officer of Chatham Supermarkets (Chain Retailer of the Year); Paul Felice, president and co-owner of Felice Quality Market in Pontiac, Mich. (Independent Retailer of the Year); Edward Deeb, executive director of Associated Food Dealers of Michigan (Special 20-Year Distinguished Service Award); Harvey Weisberg, AFD board member; Joseph Licavoli, account representative for Abner Wolf (Wholesaler of the Year); Larry Joseph, AFD chairman; Warren Ivey, Pepsi-Cola (Driver-Salesman of the Year); Robert Moses, former owner of Household Products Co. (Wholesale Distributor of the Year). Award winners not pictured are Frank Stella, founder and president of F.D. Stella Products Co. (Distinguished Service Award), and Joseph Acho, owner of two Detroit-area supermarkets (Humanitarian of the Year).

Deserving Members Of Our Industry Honored At AFD Awards Night Banquet

The Associated Food Dealers Annual Awards Night has become a solid tradition with the Michigan food industry. Over 700 attended this year’s 20th gathering at Cobo Hall, Detroit, during AFD’s Michigan Food and Beverage Exposition, to give proper recognition to members of our industry who have excelled in service to their employers, retailers, the community, and the total food and beverage industry in the spirit of progress and the American free enterprise system.

Honorees and their award categories are detailed with the pictures on this page.

In turn — AFD also received an unexpected honor. The City of Detroit presented a Resolution of Tribute and the Spirit of Detroit Award to AFD. The presentation was made by Barbara Rose-Collins, Erma Henderson, Clyde Cleveland and Dave Eberhard, members of the city council.
plastic dairy cases, 22% responded. Results: 42% do not favor a dairy case deposit; 29% said they would not mind but the vast majority opposed legislative solutions. AFD announced to members that Detroit’s Economic Growth Corporation was seeking a supermarket to become a major anchor for the renovation of the Grand River-Greenfield area.

Due to numerous questionable coupon practices, AFD cautioned members to re-train cashiers and employees on the proper method to handle coupons at the cash registers. At the same time, AFD urged manufacturers who issued coupons to process them quicker without delays. Kroger announced that it will close 70 of its 82 Michigan stores because it saw little likelihood that employees will accept wage and benefit concessions. (Kroger later re-opened 40 stores after having closed them for 60 days.) A feature article titled: “A Diplomat in Detroit’s inner-city” about AFD’s involvement in the Ethnic Community Response Network appeared in Progressive Grocer.

AUGUST

AFD’s 9th Annual Golf Outing was held at Burning Tree Country Club with some 200 golfers participating and 250 attending dinner. AFD held its annual re-opening period for our Blue Cross and Blue Shield plan. U.S. House of Representatives passed a bill to prohibit banks from charging retailers for food stamp deposits that are strapped and bundled; HR 5151 was then sent to the Senate.

DAGMR’s annual Fall Golf Outing was held at Bay Pointe Golf Club. AFD notified its members that a band of “Gypsies” were roaming around to various food stores and issued guidelines for dealing with them.

AFD’s Ed Deeb appeared on WJBK-TV2 to review the impact of competition on the Detroit area food industry, as well as the closing of Kroger stores. The Youth Day Appreciation Luncheon was held Aug. 30 at Strohaus. AFD met with representatives of the Blue Cross and Blue Shield Association Advisory Council to review HMO’s (Health Maintenance Organizations) and how they operate.

SEPTEMBER

In cooperation with Rep. Curtis Hertel, AFD completed a Summer-long sponsorship of a mobile recreation van which was able to move to a new location each day. In cooperation with Food Marketing Institute, AFD ran a special article in the Summer issue of The Food Dealer titled “How to Stock Your Shelves.”

Ed Deeb appeared on an hour-long talk show with host Joy Skiba of WEXL Radio to discuss various aspects of the industry and respond to questions from listeners. AFD participated in a special project with WJBK-TV2 and the Jerry Lewis Muscular Dystrophy Telethon, sponsoring a special segment on behalf of our industry.

A feature article on AFD and our many programs appeared in editions of the Observer & Eccentric Newspapers this month. The National Football (continued on page 18)

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.

Send or drop them off to: Associated Food Dealers
125 W. Eight Mile Road, Detroit, Michigan 48203
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 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.

THE STROH BREWERY COMPANY
Detroit, MI 48226

National Retail Sales Department
Bill Hayes, Director
(313) 446-2025
REVIEW
(from page 16)

League Alumni Annual Golf Outing sponsored by Anheuser-Busch was held at the Detroit Golf Club.

OCTOBER

Met with Detroit Councilwoman Erma Henderson and officials of the Women's Conference of Concerns headed by Barbara Foster to assist the group in planning its next conclave. The annual Fall Dinner of DAGMR was held at the Fairlane Manor. AFD met with representatives of the Detroit Board of Education to review prospective programs with them as they relate to our own industry.

Frank Angelo became a new senior editor and consultant for Grocers' Spotlight newspaper, coming out of retirement from the Detroit Free Press... AFD's 1st Annual Michigan Food and Beverage Exposition was rated a huge success by exhibitors, participants and attendees. Over 3,400 industry people officially attended the Expo, not including the other 400 guests who did not register. With over 142 exhibitors participating the future expositions are sure to be even bigger and better. Those who missed it, should plan from now to attend in 1985.

AFD held its 20th Annual Awards Night at the Riverview Room of Cobo Hall (Oct. 30) during our Exposition. Thomas Angott of Detroit Pure Milk Company, was named the industry Man of the Year. Others honored for Distinguished Service were: Frank Stella, Edward Wieferman, Joseph Licavoli, Ronald Kowalski, John Shea, Art Robbie, Paul Felice, Bernard Weisberg, Joseph Acho, Robert Moses and Warren Ivey.

AFD executive director Edward Deeb was honored with a special Distinguished Service Award for 20 years of dedicated service to the AFD by the Board of Directors.

NOVEMBER

AFD met with Detroit Police Chief William Hart's Crime Prevention Advisory Board to discuss various types of general crime, and those affecting our industry. Also during this month AFD met with the Eastern Market Wholesale District Citizens Council members and Chief Hart to discuss crime problems affecting market area merchants and distributors. Later (Nov. 27) Mayor Coleman Young announced he would have the Detroit Police lead a "war on crime."

Michigan Liquor Control Commission passed a new rule which permits triple facings of all package-liquor containers on a merchant's shelf, instead of two; this was an accepted industry compromise in lieu of permitting massive floor displays. AFD discovered that, mysteriously, casualty, fire and property insurance in Michigan was scarce; and hardly available, and if available, at double and triple premiums. AFD is seeking intervention of the Insurance Commissioner regarding this serious shortage of insurance.

DECEMBER

AFD met with Paul Kindinger and officials of the Michigan Dept. of Agriculture to discuss a variety of problems encountered by the industry, including several major recommendations AFD made to improve MDA operations and assure due process between MDA representatives and the total industry... AFD began preparations to up-date retail food industry statistics which will be released in 1985.

AFD finalized and sent to the printer AFD's analysis of member and community survey conducted for AFD by the Anthony M. Franco Co. to measure community relations activity. This will be mailed to both members and community leaders in early 1985.

AFD met with members of the Emergency Food Community Network to learn of up-dated plans to gear for future food emergencies if necessary... The Kroger Company won a court ruling to open its stores New Year's Day, despite a protest from employees who felt the move violated its contract with Kroger. As a result, the chain hoped to earn about $1 million in sales during this period, while other chains were closed... Farmer Jack and representatives of the Commercial food workers and meatcutters union were not able to reach new terms on its contract negotiation. As a result, the meatcutters went on strike.

At its annual meeting, AFD members elected five retailers and two supplier members to the Board. The retailers elected were: George Byrd, Larry Joseph, Joseph Sarafa, Phil Lauri and Frank Tumbarello. Supplier members elected were Vincent (Jim) Vitale and Bill Viviano. The members also learned at the meeting that 331 new members joined the association during 1984.

END OF REPORT
Construction of the $1,200,000 modern marketplace, which will be located directly east of the Eastern Market facing Russell Street, is scheduled to begin this spring with occupancy in the fall.

Farbman/Stein and Company have been appointed as exclusive leasing and management agents for Eastern Market Plaza by the developers, Jim Vitale, Al Chirco and Ralph Brumer.

The structure, a two story building, will contain 44,164 gross square feet with 29,360 net rental square feet. It will accommodate approximately 68 different retailing and service activities, providing a cross-section of traditional Eastern Market vendors as well as some new and related types of retail activities.

Eastern Market Plaza will have an open-air market type of design with easy access to both levels of the development at different sides of the mall. A skylighted roof and natural plantings throughout the building will add considerably to the concept of an open-air market.

Eastern Market Plaza will be European style marketplace.

PLAZA IMAGE: It is the purpose of the developers, Vitale Associates to provide a marketplace of specialty retail food products. The tenant mix is anticipated to be 75% retail sales and 25% fast food operations. For example — we are not looking for just butchers — we are looking for one butcher who will specialize in beef; one butcher who will specialize in lamb; one butcher who will specialize in veal; one butcher who will specialize in pork; etc. In deli, we are looking for an operator who specializes in kosher foods; an operator who specializes in Italian lunchmeats; another who specializes in German lunchmeats; etc. We are not looking for just a poultry man — we are looking for a chicken and egg business; a goose, duck and wild game business. Not just a baker — but a French bakery; an Italian bakery; a Middle Eastern bakery; etc. We wish to offer the Southeastern Michigan community a European-style marketplace housed under one roof, protected from the elements.

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Lighting For Security

Good lighting inside and outside the store is a great deterrent against burglary, vandalism and night robberies. External lighting should be provided at all sides of the building. The building itself, rather than the areas beyond the building, should be illuminated sufficiently to discourage a burglar using a ladder to gain access to the roof.

Every rear or side door not secured on the inside with a padlock or pintumbler cylinder lock and deadbolt should have a lighting fixture above on the outside to illuminate the door. The lighting fixture should be placed high enough above the door to prevent someone from easily damaging the fixture or removing the light bulb.

Parking lots should be well-lighted to reduce the risks of assaults, thefts from automobiles, customer falls and vehicular accidents.
AFD Sponsors Job-Producing 
Training-Orientation Program

In cooperation with Governor James Blanchard and Doug Ross of Project Self-Reliance, Associated Food Dealers sponsored an intensive 10-day crash orientation job training program resulting in jobs for 20 young men and women in Detroit-area food stores . . . and off the state welfare rolls.

On this page is a photo story of participants in the program in various job-training functions at Armour Food Center in Detroit operated by Charles, Tom, Peter and Jerry Semaan. Gov. Blanchard and Project Director Ross praised AFD for the effort. The course was written by AFD executive director Ed Deeb, who, along with Isadore Malin, conducted the training.

Staff members of Project Self-Reliance and Career Works assisted in part of the program.
28 New Suppliers Join AFD

The Associated Food Dealers, Michigan's largest food and beverage association and service organization representing over 3,600 members, wishes to welcome aboard 28 new supplier members to the association. Their names, addresses and phone numbers:

ALPENA SCREEN & ART, silk screen company which imprints on most any item, 3153 US 23 South, Alpena, Mich. 49707; phone (517) 354-5198.

AMERICAN TELEPHONE & TELEGRAPH, business service and equipment sales center division, 26533 Evergreen Rd., Southfield, Mich. 48073; phone (313) 827-1796.


BIGGER STAFF MARKETING, factory representatives, all types, 324 W. Fourth St., Royal Oak, Mich. 48068; phone (313) 543-9600.

C.E. SALES & SERVICE, represent Hotsy pressure washers and cleaning equipment for commercial use, 6665 Burroughs, Sterling Heights, Mich. 48078; phone (313) 739-3250.

CHAMBERS & ASSOCIATES, manufacturers' representative for a variety of food equipment, 14102 Penrod, Detroit, Mich. 48223; phone (313) 272-6735.

CONCEPTS IN FOOD, INC., suppliers of southern fried chicken and equipment to retail trade, 13965 Farmington Rd., Livonia, Mich. 48154; phone (313) 459-9010.

C.E. SALES & SERVICE, represent Hotsy pressure washers and cleaning equipment for commercial use, 6665 Burroughs, Sterling Heights, Mich. 48078; phone (313) 739-3250.

D.C. SALES & SERVICE, represent Hotsy pressure washers and cleaning equipment for commercial use, 6665 Burroughs, Sterling Heights, Mich. 48078; phone (313) 739-3250.

CHAMBERS & ASSOCIATES, manufacturers' representative for a variety of food equipment, 14102 Penrod, Detroit, Mich. 48223; phone (313) 272-6735.

E.V.M. DISTRIBUTING COMPANY, represents a variety of food equipment, 14102 Penrod, Detroit, Mich.; phone (313) 391-4900.

F.S. CARBON COMPANY, processors of pancake flour and ice cream cone flour, 107 Days, Buchanan, Mich.; phone 1-800-253-0590.

GARDEN FRESH SALES CO., marketers of refrigerated salad dressings and condiments, P.O. Box 24099, Cleveland, Ohio 44124; phone (216) 721-5548.


LABATT IMPORTERS, INC., brewers and distributors of a variety of beer and malt beverage products, 1821 Walden Office Square, Schaumburg, Illinois 60195; phone (312) 397-9180.

LANCIA BRAVO FOODS, producers and distributors of a variety of pasta products, 58 A Hook Ave., Toronto, Ontario, Canada 76PET5; phone (416) 766-7631.

LIPARI FOODS, wholesale distributor of food and beverage products, 40585 Production Dr., Mt. Clemens, Mich. 48045; phone (313) 469-0131.

L. FALBERG SAMUL ENTERPRISES, distributor of a variety of barbeque meat and seafood sauces and mustards, 19455 Yonka, Detroit, Mich. 48234; phone (313) 892-2595.

MERCHANTS CASH REGISTER, manufacturers' representative and distributor of cash registers and business equipment, 19631 W. Eight Mile Rd., Detroit, Mich. 48219, phone (313) 255-3600.

MICHLIN CHEMICAL CORPORATION, producer and distributor of Roman Cleanser and a variety of other products, 48 W. State Fair, Detroit, Mich. 48203, phone (313) 366-2244.

ORVAL KENT FOOD COMPANY, processor and distributor of a variety of salad products for restaurants and retail delis, 120 W. Palatine Rd., Wheeling, Ill. 60090; phone (313) 928-0950.

POINTE DAIRY, distributors of dairy products, 30389 Stephenson Hwy., Madison Heights, Mich. 48071; phone (313) 751-2454.

RISEWAY ENTERPRISES, computers and computer supplies sales, 8262 Twelve Mile Rd., Warren, Mich. 48093; phone (313) 751-2454.

SIMMONS PRODUCTS CORPORATION, sales representatives for cool (or ice) tables and other equipment, 4030 Sleeth Road, Milford, Mich. 48042; phone (313) 684-2240.

SOUTHERN SAW SERVICE, distributor of various saws and saw products, 1594 Evans Drive, SW, Atlanta, Georgia 30310; phone (404) 752-6000.

TOLEDO SCALE COMPANY, producers and distributors of a variety of scales and related equipment, 1021 Naughton St., Troy, Mich. 48083; phone (313) 438-4940.

UNITED STEEL & WIRE CO., manufacturer of shopping carts and other supermarket equipment, 4141 Joslyn Rd., Pontiac, Mich. 48055; phone (313) 391-4900.

UNIVERSAL REFRIGERATION, distributors of refrigeration equipment for restaurants and food stores, 5483 Commonwealth St., Detroit, Mich. 48208; phone (313) 455-2988.

W.O.W., INC., commercial and industrial cleaning of refrigeration lockers, meat plants, etc.; also steam and pressure cleaning compounds, 35774 Griswald, Mt. Clemens, Mich. 48043; phone (313) 294-0730.

YE OLDE COFFEE SERVICE, placement of coffee machines in offices, and provider and sales of needed product, 63453 Pierson Place, Flushing, Mich. 48433; phone (313) 733-6880.

These new members, and all AFD supplier and service company members, and advertisers, deserve your support and patronage. Please refer to the AFD Supplier Directory often. In fact, clip it out of The Food Dealer and post near your phone.
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- American Lamb Council
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- Pepperidge Farms
- Grennan Cookbook Cakes

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- Jos. Schlitz Brewing Co
- Coca-Cola Bottling Co

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- J.M. Bellardi & Assoc
- American Food Assoc
- Acme Food Brokerage

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