

Clamdiggers honored

Good eating wins award

If you're devoted to the pursuit of pleasure, the Clamdiggers restaurant is a choice location to indulge yourself. At least that's what Carte Blanche officials believe.

The credit card company singled out Chuck Muer's showplace in Farmington Hills and Gino's Surf on Detroit's east side as the two state

recipients of the Epicurean Award for Dining Excellence.

And as you may or may not know, epicures are devoted to sensual and luxurious habits, especially in eating and drinking. Epicureanism as a philosophical doctrine espouses that the highest good in life is pleasure, which consists of freedom from disturbance

or pain.

How the Clamdiggers landed this award hasn't quite been determined. "Why me? I asked when I heard about it," says manager Gregg Wilson, who after nine months on the job is surprised by the honor.

And Dieter Boehm, vice-president and general manager of the restaurant division of the C. A. Muer Corporation is puzzled as well.

"I don't really know why they chose the Clamdiggers, although it's an excellent restaurant," Boehm says, explaining that each Chuck Muer restaurant is distinctive since each manager is given considerable leeway in running the show.

BOEHM'S PUZZLEMENT, however, is only momentary. Reflecting on recent events in the corporation, he admits that Clamdiggers has some something special.

"When we opened the Troy restaurant, we expected a drop here in Farmington Hills, but that never materialized," he said. And he thinks atmosphere, plus a reputation for good service, parlayed the less than two-year-old restaurant into the award-winning bracket.

"People just seem to like this place," he said. "It's a big place but managers to keep a warm atmosphere."

Wilson believes service and cuisine quality must have influenced the Carte Blanche judges. District marketing manager Albert Taylor of Carte Blanche submits a number of restaurants' names to his California headquarters, and a team from the credit card company checks out the restaurants without announcing its intentions.



Carte Blanche official Albert Taylor presents the Epicurean Award for Dining Excellence to Clamdiggers manager Gregg Wilson and Chuck Muer Corp. representative Dieter Boehm. (Staff photo)

Hills inaugurates senior cab service

Farmington Hills senior citizens will have the advantage of a special discount taxi service for the next three months in a pilot program adopted this week by the city council.

Under the plan, senior citizens, 60 years and older, will be able to ride anywhere in the cities of Farmington and Farmington Hills for \$1 for a one-way trip. Seniors who double up will receive a further discount because each additional passenger will be charged 50 cents. Seniors are cautioned that the service only applies to trips within the two cities.

The program is slated to begin Monday if the city's legal office clears the insurance provisions in the contract with the Northwest Transport Co. owned by Vern Foster.

The cab service already has a pro-

gram in the City of Farmington which has been in operation for a number of years.

While being implemented for a three-month trial run, local officials are hopeful the plan will be a success and continued for an extended period.

The program is a real advantage to those seniors who wish to travel to doctors' offices or Botsford Hospital as well as Mercy Center where the Gathering Place, the senior citizens meeting center, is located.

The City of Farmington Hills will pick up the difference between the senior citizen fare and the actual cost of the trip up to a maximum of \$1,000 a month.

City officials will keep records of the experimental program to see how many seniors use the service and how often.

Henderson enters Dartmouth College

Stephen R. Henderson of Farmington Hills is among 1,050 students entering the freshman class at Dartmouth College this month.

He is the son of Dr. and Mrs. Harold Henderson, 34650 Versailles Court, Farmington Hills. He is a 1977 gradu-

ate of Detroit Country Day School where he was a member of Cum Laude and Phi Beta Kappa Societies. Valedictorian of his class, he was a presidential scholar and a national merit scholarship winner. He won honorable mention in the National Scholastic Writing Contest.

Henderson was a two-year winner of the Springer Award, given to the best English student in the school. Vice-president of the student council, he was active in drama and chorus and was on the staff of the yearbook and literary magazine. In addition he was a three-year member of the varsity soccer team and a four-year member of the varsity track team.

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8,301	6,697	72	79
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8,373	8,576	6,210	6,266
17. SALES THROUGH MAIL	18. SALES THROUGH OTHER SALES CHANNELS	19. SALES THROUGH MAIL	20. SALES THROUGH OTHER SALES CHANNELS
16,583	14,850	203	191
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