

Thursday, May 3, 1979

BUSINESS
PEOPLE

Farmington Hills resident George Oakley has been promoted to second vice president and operations officer at Manufacturers Bank of Livonia. Oakley joined Manufacturers Bank of Detroit in 1952 and was promoted to operations officer in Livonia in 1977. Oakley attended Wayne State University and the American Institute of Banking.



OAKLEY NYBERG

Bruce Nyberg of Bloomfield Hills has been appointed second vice president of the National Bank of Detroit Metropolitan Corporate Division as a lending officer. He is responsible for commercial lending to NBD corporate clients in the Detroit metropolitan area as well as corporations located in other cities of the country.

Larry Ward of Southfield has been appointed controller for the Detroit-Macomb Hospitals Association. He is a certified public accountant and former manager of administrative services for Detroit Osteopathic Hospitals. The association manages the South Macomb, Detroit Memorial Hospitals and the Jennings Outpatient Health Care Center.

Seymour Bell of Southfield has joined the staff at Lawrence Institute of Technology as a lecturer in the school for associate studies. He is a research engineer at Valeron Corporation and a member of the Institute of Electrical and Electronic Engineers. He will teach advanced electronics in the associate degree program.

Stanley Steiner of Troy has been appointed vice president of the National Bank of Detroit's personnel division. As director of employee relations, he oversees the equal opportunity, work environment and employee communications programs for the bank. He is president of the Detroit Personnel Management Association.



STEINER MARVIN

Jerald Marvin of Orchard Lake has been appointed manager of the Automobile Club of Michigan's Lathrup Office, succeeding John Robbins, who was named Alpena manager. Marvin is former manager of the Pontiac branch. He began his career with AAA in 1960 as a membership representative and eight years later became an administrative assistant in the club's sales administration department.

WDIV-TV4 Operations Manager Jim Corne's duties have been expanded and assistant Operations Manager Carolyn Harbin has been promoted to traffic/sales service manager. Corne will work with the engineering and program departments as well as traffic/operations departments as before. Harbin will be full time manager of the traffic/sales service department.

Shirley Gareffa and Judy Feasel have been appointed media supervisors for the Troy-based Simons Michelson Zieve Inc. Ms. Gareffa was previously media buyer at SMZ. Ms. Feasel joins the firm from Desmond Advertising where she was a media supervisor.

W. Dale Compton, vice president-research for Ford Motor Company, has been appointed to the President's Committee on the National Science Medal to recognize outstanding contributions to science. He is one of nine persons to be named to the committee. He was elected vice president of Ford in 1973 after serving as Ford was elected vice president of Ford in 1973 after serving as executive director of the research staff since joining the company in 1970.

Another new trend:
Home-delivery food

By KATIE KERWIN

When it comes to a choice between taking their children to the park on a spring afternoon or spending the time waiting in a grocery store check-out line, most people opt to cut down their shopping time, according to William Webb.

Webb is president of Preferred Food Services, Inc. The Troy-based firm delivers staples and frozen foods to the customer's door.

"Primarily, our customers buy from us for the convenience of home delivery, not because it's going to save them any tremendous amount of money," Webb said.

"Most ladies — and it's still the ladies who do most of the grocery shopping — would rather go window shopping or do something with their family than spending an hour at the grocery store."

Preferred Foods' prices are "competitive with most stores," Webb claims. But customers must place an order of at least \$50 of staples for delivery. Items must be ordered by the case or half-case and can be paid for in cash or by charge.

But while customers don't save much by buying in bulk, Webb said consistent quality and service attract a steady clientele. Preferred Foods delivers to about 6,000 customers in the tri-county area, he said.

"I service an area no supermarket could cover with one store, because I go to the people."

Operating from one office and warehouse, Webb said he has reduced overhead. "And I have virtually eliminated theft." Shoplifting, particularly theft of meat, drives up supermarket prices drastically, Webb said.

PREFERRED FOODS has grown in three years from

a \$500,000 business at its start to \$2 1/4 million gross income this year, Webb said. He now employs 26 people, including 12 sales representatives and 14 office and warehouse workers.

The company gets new business through referrals and distribution of fliers, he said. A representative visits those who have expressed interest and explains the service and products it offers. After the first order, customers can phone in requests for delivery.

Preferred Foods stocks brand-named canned goods, mixes, soup powder and prepared foods, Webb said. "The staples are a service we extended as a convenience to our customers for frozen foods," he said. Staples are offered only to those who also purchase frozen goods.

Frozen beef, pork, hot dogs, juices, fruits and vegetables are available for delivery. "Basically, the family designs its own order," Webb said. Most customers order a three-to-six-month supply at a time.

Customers determine frequency of deliveries to their home, Webb said. Truck routes are adjusted to suit orders.

Webb downplays the possibility of saving money with the home delivery service. "But I do tell customers that eventually they will save money, if on nothing more than the gas they put in the tank of the car," he said.

Customers may not entirely eliminate trips to the supermarket, Webb said. "But maybe instead of going once a week, they will only have to go every two weeks."

"Most of my customers are families," he added. "And we have a tremendous amount of working couples." For them, Webb thinks the convenience is a big attraction.

"People are interested in how they can save time. Shopping is necessary — we have to eat. But if they can save time standing in line, they want to."

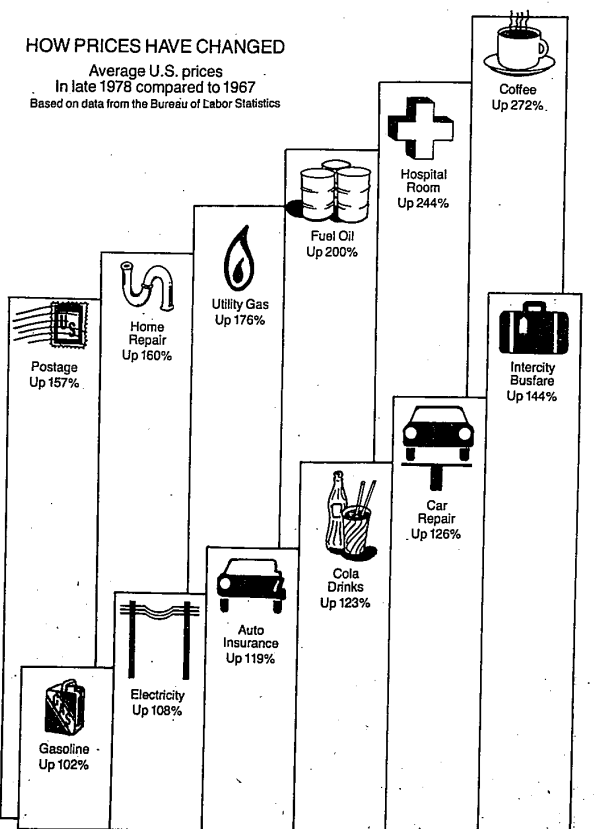


Larry Wright and Kim Keller load a delivery truck at the warehouse of Preferred Food Services, Inc., a home grocery service that brings frozen foods and staples right to your door. (Staff photo by Charlie Kidd)

HOW PRICES HAVE CHANGED

Average U.S. prices
in late 1978 compared to 1967

Based on data from the Bureau of Labor Statistics



Ever wonder where all your money is going? Well, this graph shows how soaring prices are eating away at our weekly paychecks.

Business Briefs

CPAs host conference

"Economic Forecasting and Current Developments in Financial Reporting are two of the subjects CPAs of Michigan will discuss at an all-day conference May 3 at the Somerset Inn in Troy. The gathering provides members of the Michigan Association of Certified Public Accountants for Members in Industry, Government and Education from throughout the state the opportunity to increase their professional skills.

Exhibit examines housing

Runaway construction costs and mortgage rates of on-site-built houses are causing Michigan consumers to consider affordable housing. That's the reason the Manufactured Housing Institute is conducting Super Home '79 May 5-13 from noon to 9 p.m. daily at parking lots I, J and K at the Pontiac Silverdome, 1200 Featherstone Road. "People are looking for affordable housing," said Robert Pelkey, executive director of the organization. "This is the first time our association, which represents some 700 manufacturers, dealers and development site owners around the state, has sponsored a show like Super Home '79. The average price of a newly constructed on-site home in 1979, according to the U.S. Department of Commerce, is \$61,500. In 1973, the average American paid \$35,100. Today, the average price of a 70-foot long, 14-foot wide manufactured home in Michigan is \$15,000-\$20,000." There will be 40 manufactured home units on display in the \$15,000 to \$40,000 price range. Tickets for Super Home '79 are \$2.50 for adults and \$1 for youngsters.

Bendix declares dividend

The Southfield-based Bendix Corp. declared a quarterly dividend of 64 cents a share on outstanding shares of common stock. It also declared a 75 cent dividend per share on outstanding shares of Series A \$3 cumulative convertible preferred stock. Both are payable June 29 to stockholders of record June 8. Bendix is a worldwide manufacturer serving the automotive, aerospace-electronics, forest products and industrial-energy markets.

Continental acquires firm

Continental Telephone Corp. has added Executone-Detroit, Inc. of Southfield to its list of acquisitions. Continental is the nation's third largest independent telephone company while Executone is a major telephone interconnect firm and has served the metropolitan area for 33 years. "Things have gotten very competitive for us in the last several years as new firms have entered the field. Unfortunately, many have already gone out of business and most of those who are left don't have a top-notch service capability," said Executone President Paul Boudreau. Executone is one of more than 140 independent firms in the U.S. that sell communication products, including intercom, sound, pocket page, health care and telephone interconnect systems. Continental provides telephone service in 35 states, Canada and the Caribbean serving about three million telephones.

Bank group hits record

Michigan National Corp. had record earnings of \$10.4 million, or \$1.33 per share, for the first quarter of 1979. This represents an 11.5 percent increase above last year's first quarter earnings of \$9.3 million, or \$1.21 per share. Earnings increased to \$42.1 million in 1978, compared to \$20.7 million in 1977, the company's first year, an increase of 108 percent in six years. Assets reached a record \$5.2 billion, up 16.5 percent over the same period last year. Stockholder equity has reached \$278 million, an increase of 19.4 percent over the first quarter of 1978. Year-end comparisons of earnings of the banking industry placed Michigan National Corp. its existing department stores. Both operations will continue with existing management and personnel, said Allied President Thomas Maciocie.

Allied buys Bonwit Teller

Allied Stores Corp. has acquired 12 stores of the Bonwit Teller division and 32 stores of the Plymouth Shops division from Genesco. The acquisition of the store and certain assets, except accounts receivable, involves a purchase price of approximately \$21 million. The acquisition of Bonwit Teller and Plymouth Shops provides for Allied the opportunity for future growth in women's specialty shop retailing which it has experienced in its existing department stores. Both operations will continue with existing management and personnel, said Allied President Thomas Maciocie.

Best 6 months ever

The Michigan Lottery ended last fiscal year (Sept. 30, 1978) with a \$141 million contribution to the state general fund, 25 percent more than it contributed in 1976-77. Lottery figures for the first six months of the 1979 fiscal year show that lottery sales continue to grow at a record setting pace. From Oct. 1, 1978, to March 31, 1979, the lottery sold \$200 million in tickets, paid \$95 million in cash prizes and returned more than \$81 million to the state general fund. Each of these figures is 27 percent above the comparable six-month period last year.

Kmart announces dividend

Kmart Corporation has declared a cash dividend to be paid June 11 on the outstanding shares of the corporation's \$1 par value common stock to the holders of record on May 22. The dividend is 21 cents per share. This is an increase in the annual rate from 72 to 84 cents.

Management seminars set

Oakland University will host two development seminars to help new supervisors and managers improve job skills. The new supervisors seminar will be May 3-4 and the new managers seminar will be May 16-17 beginning at 8:30 a.m. in the Oakland Center on the Rochester campus. The programs were developed by R.M. Ames, management consultants, and offered under the OU Conference Department. The fee is \$135 for each seminar including lunch and materials. For information, call 377-3272.