

**PLEASE!!  
NO SMOKING!!**  
ANYONE CAUGHT SMOKING  
ON THE PREMISES WILL  
BE PUMMELED INTO  
UNCONSCIOUSNESS WITH  
AN ORGANIC CARROT!

By Marie McGee  
staff writer

**J**OE DeFRANCO leaned back in his chair, took a bite of fresh ginseng root and smiled.  
On his desk in the back office of the Good Food Co. in Livonia was a copy of a newspaper story from the New York Times detailing how hundreds of thousands, and perhaps millions, of Americans can suffer reactions to sulfiting agents, a class of

preservatives widely used in packaged and restaurant foods.

The timing of the article couldn't have been better for DeFranco who just six weeks ago opened the doors of what is probably the state's largest health food supermarket.

"You won't find much of that stuff in our foods — maybe a minimal amount in some non-alcoholic wine or in sulphured dried fruits," he said. "All our foods are minimally processed, containing no artificial preservatives,

colorings or flavorings."

**WHAT YOU WILL** find is plenty of variety in the 7,500-square foot store that will specialize in organic foods flown in weekly from California.

"We're an alternative to the traditional supermarket," DeFranco says, chomping down on the ginseng root again.

In addition to a complete grocery and dairy selections, the Good Food Co. also offers bulk foods, a bakery, deli, vitamins, cosmetics, books, appliances,

organic produce and meats.

Foods for people on special diets are also available. Included are macrobiotic diet items.

Homeopathic medicines will also be offered. Popular in European countries at the turn of the century, homeopathic medicines faded from usage but are now returning to store shelves, DeFranco said. They carry the approval of the medical profession.

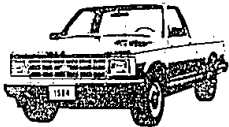
Please turn to Page 11

## Naturally so Supermarket has food alternatives

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## DON'T DIE OF EMBARRASSMENT.

It starts quite innocently: you convince yourself the symptoms aren't serious. So if you sought medical help you'd just look foolish. And later it's too late.

Each year 350,000 Americans die from heart attacks before reaching the hospital. Often after a deadly, unnecessary delay. In fact, the average victim waits over three hours before consulting a doctor. Because he doesn't realize what his symptoms mean. And he doesn't want to seem silly.

Please, learn the warning signals of a heart attack. And, if you experience any of them, get help. Call a paramedic at once. Or, if you can get to an emergency room faster another way, do so. Without a second thought.

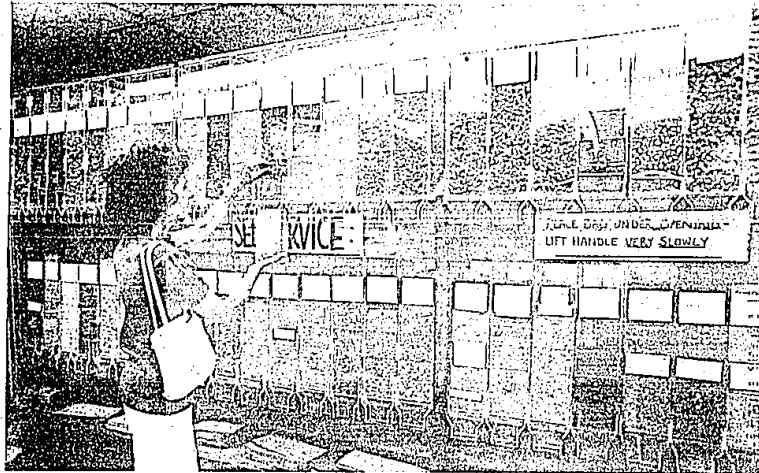
After all, saving face means nothing compared to saving your life.

### WARNING SIGNALS OF A HEART ATTACK

1. An uncomfortable pressure, fullness, squeezing or pain in the center of your chest behind the breastbone.
2. The sensation may spread to your shoulders, neck or arms. If it lasts for two minutes or more, you could be having a heart attack.
3. Severe pain, dizziness, fainting, sweating, nausea or shortness of breath may also occur, but are not always present.

WIDE-SPREADING FOR YOUR LIFE

**American Heart Association**



Carol Smith of Farmington Hills helps herself to grain from the bulk food area. Before the Good Food Co.

opened, Smith had to travel to Royal Oak for her natural foods.

THIS IS IT!

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Mon-Fri 12pm-8pm  
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Sun 12pm-5pm  
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