

Shoplifting has proven negligible at independent neighborhood markets.

Family-run markets:

Many have stood the test of time

By SUSAN TAUBER KLEIN

Before World War II, when chain supermarkets didn't exist, consumers stopped at "mom and pop" groceries, stores on the neighborhood street correct that offered a friently greeting in addition to favorite food items.

These stores, whether selling only meat or produce or stocking a full line of food and household supplies, were owned and run by families who usually lived above their stores.

Since the 1948s, chain grocery stores that sell everything from a head of letuce to a bail of yarm have become commonplace. But the "mom and pop" stores havent left the market produce. They've just changed their stores are the stores and the stores are for the stores as a conting to Edward Deeh, spokes—and for Associated Food Dealers, the trade association for food and beverant for Associated Food Dealers, the trade association for food and beverance for Associated Food Dealers, the trade association for food and beverage industries, 4445 per cent of all grocery operations are independent stores in the tricounty area.

"Our definition of independent food stores go from real small grocery

operations to huge major super stores owned by individuals," Deeb said. "These include specialty stores such as meat or produce markets and delicatessens."

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The future for independent stores is "very bright." Deeb added, and this is good not only for the man or woman who wants to own a business but also for the consumer.

HE SAYS THERE are advantages for shopping at an independent store— personal service, time saved shopping

for shopping at an independent store-personal service, time saved shopping and quality.

"If you need to buy a couple of items, you don't have to get all dressed up to shop here," said Verna Wells, owner of J and V Market in Avon Township, "You can run in and get out fast. If you want one good apple, you'll find it here. Since we don't have a large stock, our turnover is fast and everything stays fresh that way."

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Jerry Blomquist, owner of B's Mar-ket in Auburn Heights, said that since most of his business comes from repeat customers, most people are greeted by their first names.

"Most people shop here for convenience," Blomquist said. "But they also know they can depend on us. We're open all the time, even during the snow. The store has a responsibility to the people out there. This is really their business, not mine."

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And if you have a craving for a candy bar sold only in Alabama, chances are an independent food store owner will try to stock it, or any other item, for you.
Like any business, though, there are drawbacks for both the consumer and for the owner.

tor the owner.

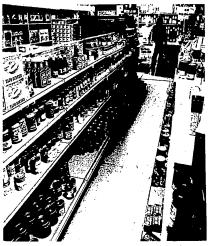
"I don't like being boss," said Jerry
Musellam, who owns Main Food Center in Rochester with his brothers Victor and George. "All the problems
become your responsibility. I worry all
the time."

MUSELLAM had reason to worry during the recent blizzard. His food coolers broke and he was responsible for getting them fixed. Musellam, his brothers and their wives are the only staff in the store. They are the stockpepile, mainte-nance people and cashiers.

"We have to work because if we hire people, we don't make any money. We can't charge, too much because we have to go with our competition. Chain stores do have an advantage of buying in such large quantities that prices can be kept down. "Chains mostly have the advantage in canned goods." Deeb said. "On the average, consumers will only pay a \$1 or \$2\$ difference in the total price if they shop a chain or independent store." Cindy Crain, home economist for the Oakland County Cooperative Extension Service, said the quality of food such as meats and produce may be higher at independent stores. "Consumers may be able to get different cuts of meat or cuts that will be cut when they make the purchase traher than cuts that are pre-wrapped at independent stores. I can't make a blanket statement, but the quality at the local meat market might be higher that the chain store's."

MS. CRAIN suggested consumers read newspaper advertisements to find the best prices and then decide





"Since we don't have a large stock, our turnover is fast and every-thing stays fresh that way," says market owner Verna Wells.

But many independent stores don't advertise. Price isn't what attracts the customer. Mrs. Wells said people come because she provides a service.

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"People call this store the little casis because whatever they need, whether it's a food item or my axe to borrow, they know they can come there. They know I'll be open when other stores are closed!

Mrs. Wells said an advantage of owning an independent store is that she can run the business by her rules.

"The drivers who bring the stock know that if they can't come by a certain time, I won't bassle them. The

whether it's worth the time and energy to drive a few extra miles to save stocks are running low, they'll come and fill up my store before going to the chain stores."

By getting to know one's customers, a store owner doesn't have much prob-lem with shoplifting. Both Mrs. Wells and Blomquist said shoplifting is negli-

and Blomquist said shoplifting is negligible.
Independent groceries are inspected by state and courty health departments, as are chain groceries. If the independent stores sell alcoholic beverages, they must have a license for beer and wine and another for liquor. The responsibilities of owning a grocery or party store are murerous. But to many who own them, being their own boss makes all the headaches worthwh.le.

Fighting the flu bug—it can be big business

There have been two cases of Russian flo reported in the state and the treat of it is spreading probably won't leave until the nasty weather clears. But even something that causes burning eyes and a runny nose can be big business, which it is to the staff at Parke-Davis biological laboratories. The complex of fenced-in buildings in northeast Avon Township is geared to help fight both the Russian and A-Texas flu at this time.

Parke-Davis is producing the components of various flu vaccines and saying in a holding pattern until the federal government gives the go-ahead

on which type to produce and how potent a dose should be per person. According to state epidemics specialist, Dr. Norman Hayner, Michigan has been the first state east of the Rocky Mountains and only the fourth state in the country to confirm outbreaks of the Russian flu. Hayner said the flu infection develops at the surface of the respiratory tract, the skin and throat areas, where there are few artibodies to fight the disease.

Like most strains, it is dangerous to the very young and very old. "The snowstorms we had might have actually helped us out," Hayner said. "They may have slowed down the flu spread by keeping kids home

from school and people out of work. Another unexpected benefit has been that people inoculated for swine flu are less susceptible to the new Russian

are less susceptible to the new Russian strain."

The World Health Organization, which keeps watch over all new flu strains, confirmed A-USSR-90-77, the flu's technical name, in an outbreak near Vladivostok last year. The first large scale outbreaks occurred in China in iate 1977.

Along with the tendency of the flu virus to change and produce new strains, people are hampered in their bout with the flu by the lack of a long-lasting vaccine.

Dr. William Beardmore , senior

research associate with Parke-Davis, said waiting for the government to decide when to produce and distribute a vaccine doesn't b.ther him.
"It's unique to have two strains of flu at the same time." Beardmore said. "We have both the Russian and A-Texas variety and we can't know what type vaccine to produce until we're sure what disease we're fighting." "All predictions are that this the Russian flu) is a very real threat."

Parke-Davis is one of only three companies in the country producing the vaccines.

TRUCKLOADS OF fertile eggs are used to produce the vaccine, up to 155,000 daily during the height of the flu season. They aren't supermarket-variety eggs, but miniature chicken embryos several days old. The end product of careful genetic breeding, they are free from disease and uniformly 23 ounces per dozen. Vaccine production is a complicated process involving machines using centrifugal force to separate the vaccine and non-vaccine material. Ether injection, electron microscopes, molecular filtration and ultraviolet TRUCKLOADS OF fertile eggs are

absorption are also used in the process. The vaccine growth stage in the egg involves only the egg and a glass pipette to draw of the amniotic fluid. Beardmore said.

Testing is a major problem after production of the vaccine and have no ill 0.000 people and have no ill effects. Beardmore said. "But it could show up in one person out of every 100,000.

"There's no way out can get the flu from the vaccine itself. It's a dead virus that we inject."

He estimated about 25 varieties of vaccine have been developed in the peat five years, but only four were receded.

There is no immediate hope that the vaccine will breed in anything other than eggs. Beardmore said. Parkethous growth of the peat five years, but only four the peat five years, but only four the eggs in the peat five years, but only the years of years of years.

The Astrain viruses tend to drift, or

when it has produced its quota of vac-cine.

The A-strain viruses tend to drift, or change in time, so next year we could be seeing a close cousin of the Russian flu and need yet another new vaccine. The Russian flu is thought to be less dangerous than swine flu, but could ultimately infect more people.

rarke-Davis is planning a \$15 million expansion of its Avon location, but will use the space for the manufacture of sterile injectibles. There are no plans to increase the size or capacity of the present corps of "flu fighters."



Phone team talks for profit

Some people like nothing better than to sit and talk on the phone all day. Others make a living from it, only they talk to strangers while answering the phone for others.

Herb Chinoski, owner of Rochester

Herb Chinoski, owner of Rochester Telephone Auswering Service, said he has one of the few businesses that doesn't shirt down during a snowstria. In fact, that's one of the busiest times. "Last snow storm I did a lot of driv-ing around picking up my workers to get them here," he said. "The one time no one could get here, my wife and I manned the phones. Actually, I'd rather take my chances on the road and get them all in here." Three switchboards are staffed by a

on use road and get them all in here."
Three switchboards are staffed by a
crew of 10, half of them full-time. Two
employees are students and two are
homemakers.
Judy Hannon, who's worked for the
answering service five years, said she
doesn't get tired of talking on the
phone.

She may not be recognized in person by a lot of the callers, but her voice is one of the best-known in town.

THE STAFF handles 20,000 calls a month, 650 per day. They are at the switchboard 24 hours a day, seven days a week. About a third of the busi-

need to be pulled from a slippery spotters, often emergency calls.

"That's why I'm not too worried about the telephone answering machines taking over our business."

Chinoski said.
"People would rather talk to some body. A lot of times we'll know how to get in touch with the person if there's an emergency.
"In fact, I'd say the portable, and the post business. People try them and a lot of times aren't happy with the service they get."

Calls for two wrecker services are handled, which keeps the switchboard basy on cold days when cars refuse to start, or on sonwy days when drivers sides.



Operators Mary Smith (background) and Judy Hannon.

Up to 155,000 fertile eggs are used daily to produce vaccine at the height of the flu season.