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HOPE 68

This report summarizes a comprehensive comparison study of grocery and drug prices and services prepared by Focus: HOPE, Inc.

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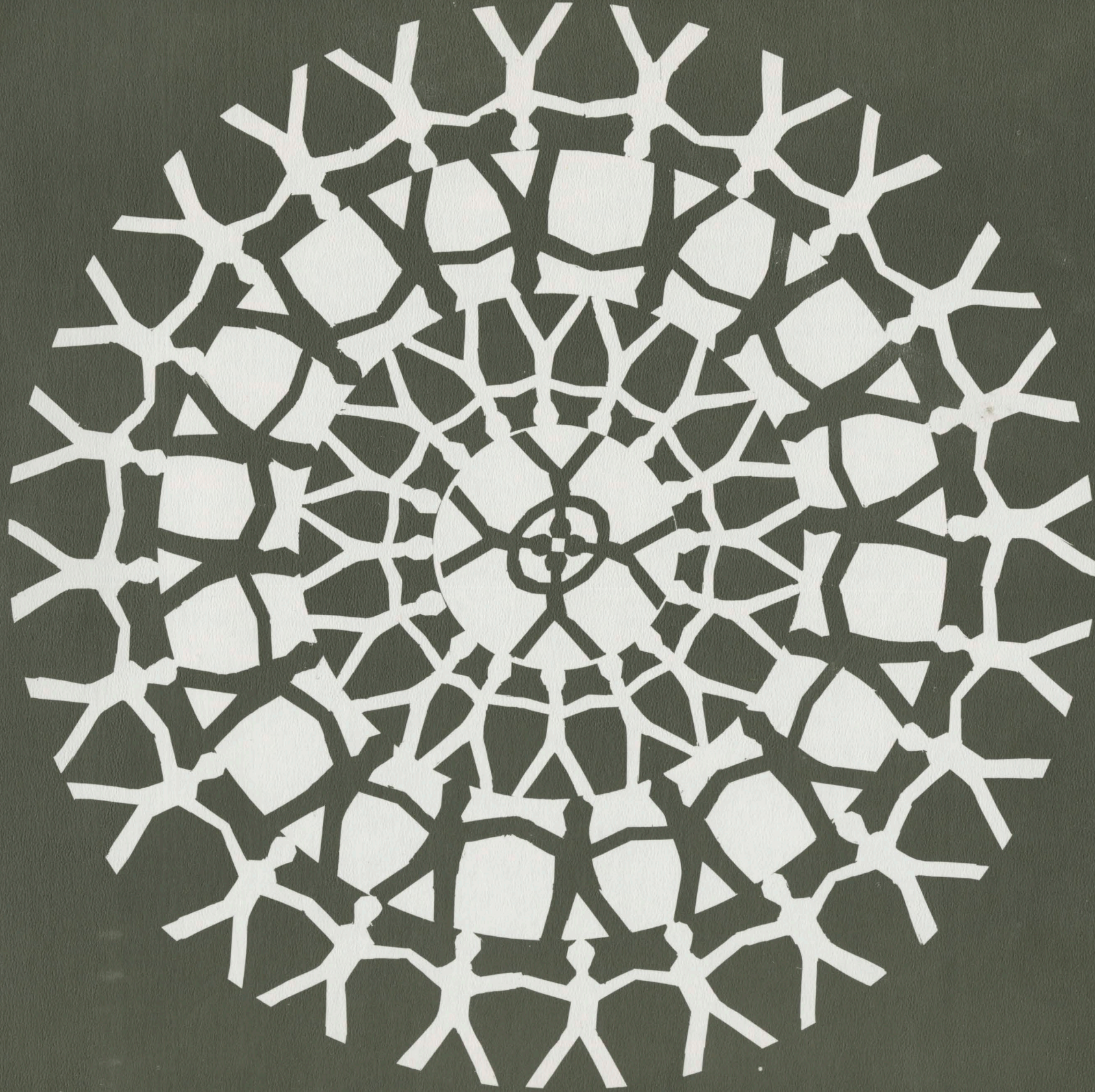
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THE
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THE REASON

THE REASON

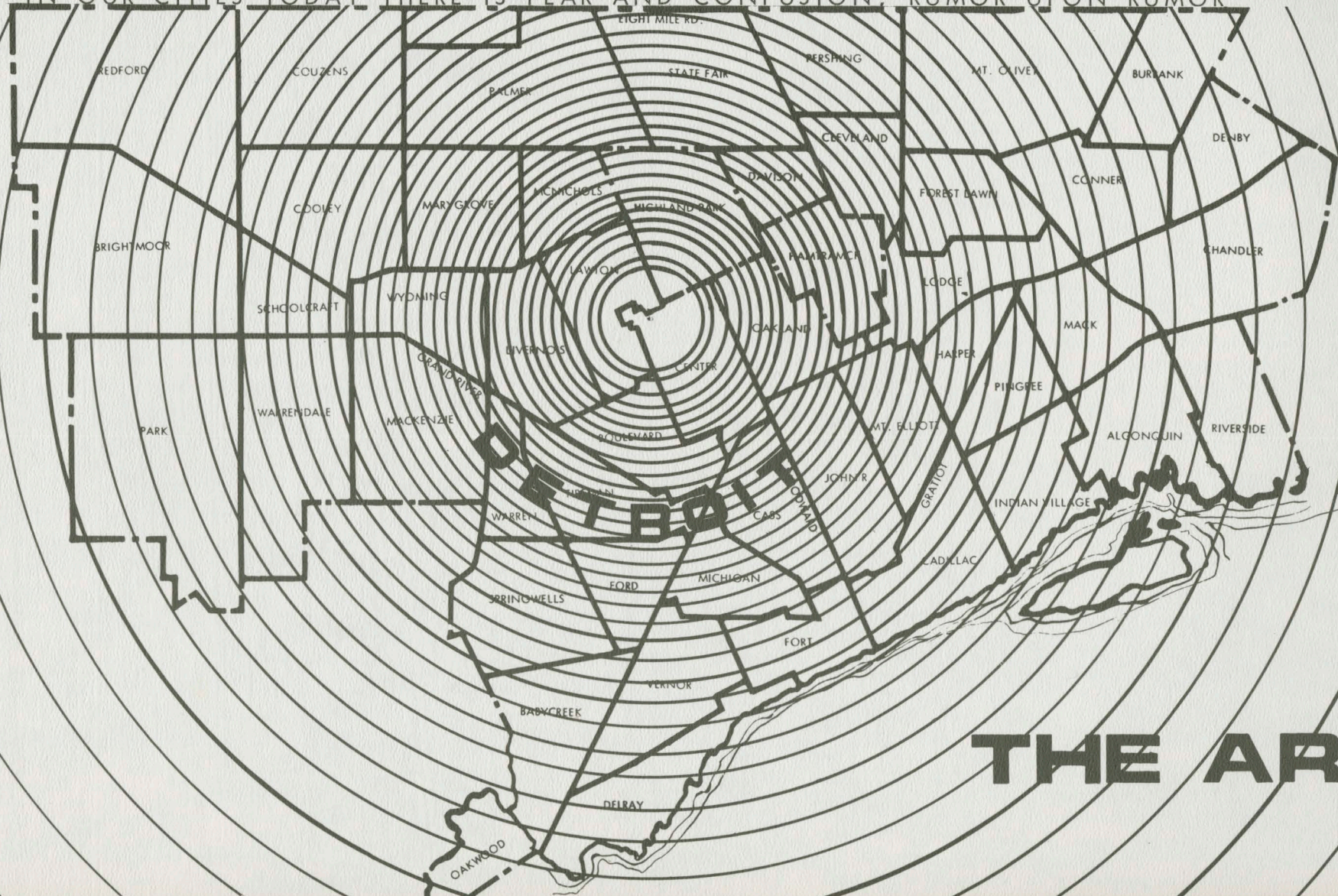
Do the poor really pay more for groceries and drugs? If this is true, why is it so? These questions reached peak importance following the nation's worse race riot which erupted in Detroit on July 23, 1967.

In a well documented study conducted by Detroit's Urban League and the Detroit Free Press, anger with local business people was listed as a major cause of the civil disturbance. Roughly 54% of Detroit's inner city dwellers blamed grocery stores where they felt they were treated unfairly. A sizeable minority of 26% blamed neighborhood drug stores.

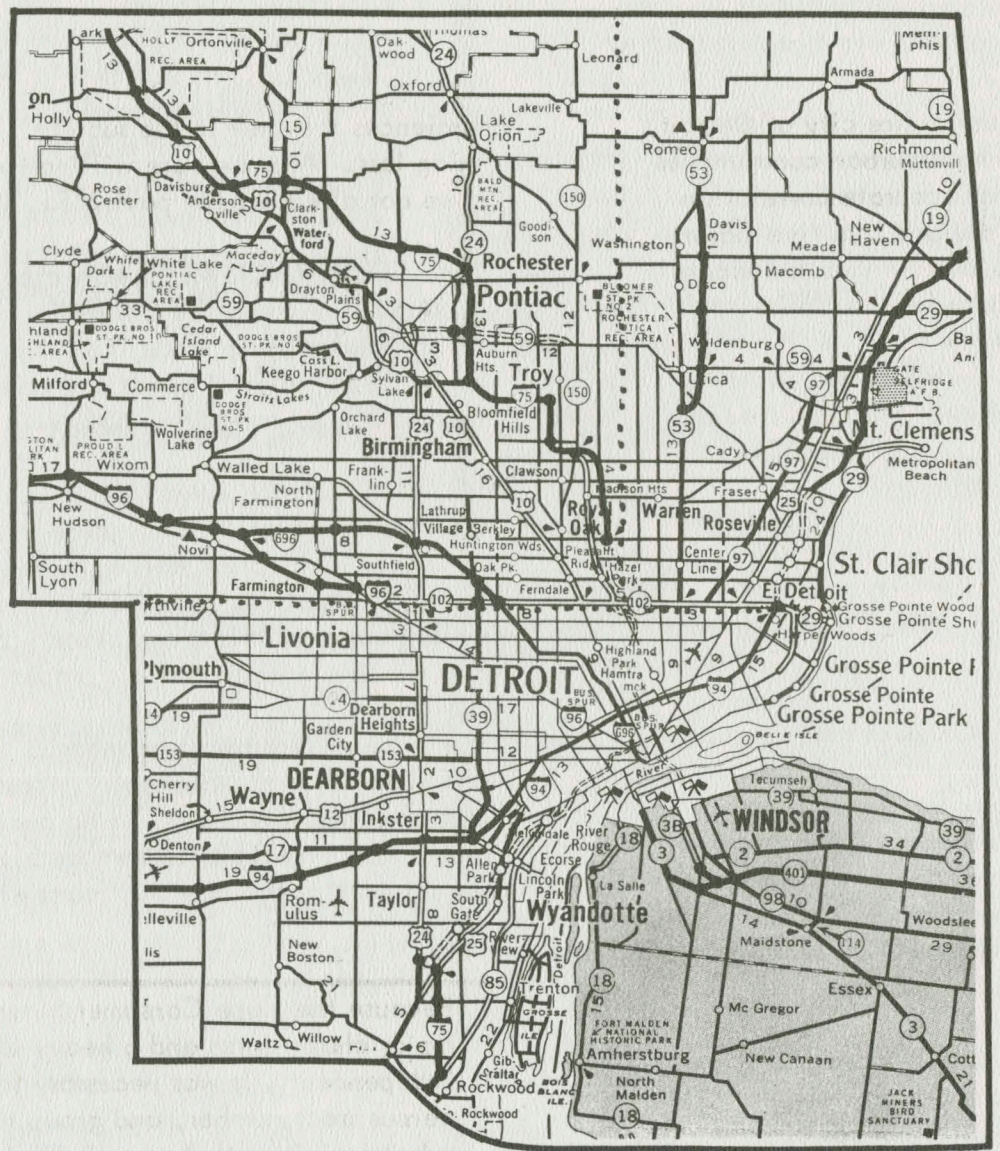
Many grocery stores and drug stores were looted and burned. Outsiders wondered why. Perhaps it was the despairing anger of a frustrated people. More likely it was the swift solution of a people who refused any longer to suffer injustice. Alexis de Tocqueville expressed it this way: "The evils which are endured with patience as long as they are inevitable, seem intolerable as soon as a hope can be entertained of escaping from them."

Detroit's poor have hope.

IN OUR CITIES TODAY THERE IS FEAR AND CONFUSION, RUMOR UPON RUMOR



THE AREA



TRI-COUNTY AREA MAP

THE AREA

The drug and food survey encompassed the entire city of Detroit, Highland Park, Hamtramck, and forty two suburban communities that comprise the metropolitan area. For accurate correlation of survey data, the city of Detroit was divided into five major classifications: Very Poor, Low Income Black, Middle Income Black, Low-Middle Income White, Middle Income White. *

Since the suburban communities are nearly all white, racial texture was not a consideration. The suburbs are classified by median annual income: Under \$6,000, Over \$6,000, Over \$8,000, Over \$10,000, and Over \$12,000.

For accurate correlation of survey data, the City of Detroit was divided into five major classifications. The following maps and legends identify the five sections.

The large core area designated VERY POOR does not, of course, include all the poor, or even the poorest, of Detroit. But it represents the largest continuous stretch of very low income families. We did not attempt to give racial description to this section since in some cases the subcommunity will be predominantly white or Mexican, though the overall percentage is predominantly Black. The main consideration of this VERY POOR sector is the high population density and the low median income.

The LOW INCOME BLACK designation covers those two large areas on the east and west sides of the city which were the centers of most concern during the civil disturbances of July, '67. Depressing poverty is not the main character of these neighborhoods, but, rather, a growing restlessness, demands for complete equality of opportunity, and a strong sense of self-determination and pride. These are the people who want the same kinds of shopping con-

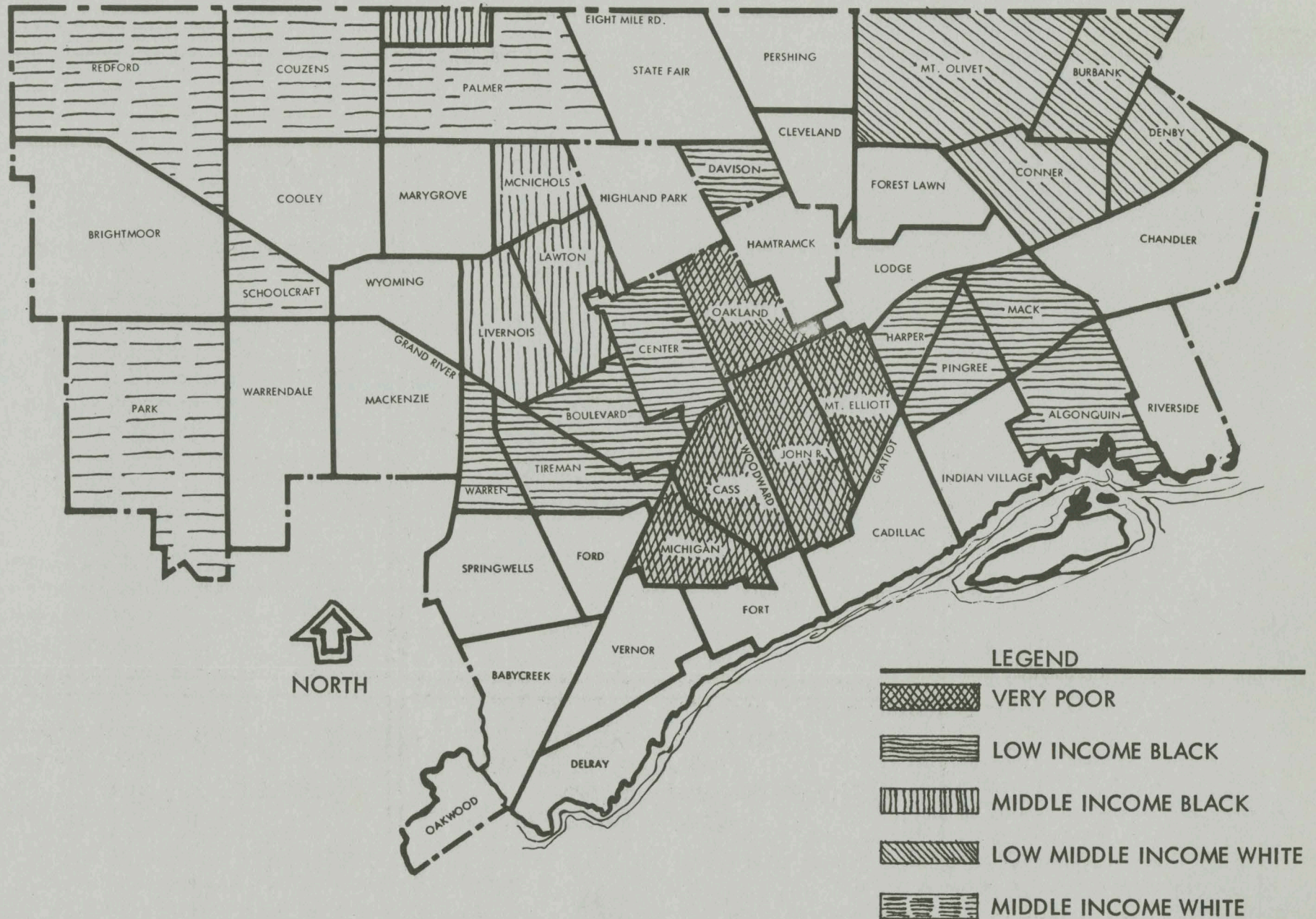
veniences they see in the suburbs. They refuse to accept anything less. And they are willing to pay for the improvement, if they have not already been paying for it.

The MIDDLE INCOME BLACK area covers a highly residential section surrounding the University of Detroit. These are the Negroes who "have made it." It is curious to compare shopping facilities, quality of goods and prices here with the lower income Blacks and comparable whites.

LOW MIDDLE INCOME WHITE designates a large section of Northeast Detroit. People here tend to be less mobile. They are generally blue collar workers with strong immigrant cultures. Like the LOW INCOME BLACKS and the MIDDLE INCOME BLACKS, white people of this area have an immense pride in home ownership and the fine upkeep of their property.

The extreme Northwest boundaries of Detroit are labelled MIDDLE INCOME WHITE. Generally, these are people who have a high investment in their homes, who are somewhat older than their suburban counterparts of comparable income, and who represent the remnant of the city's affluent white.

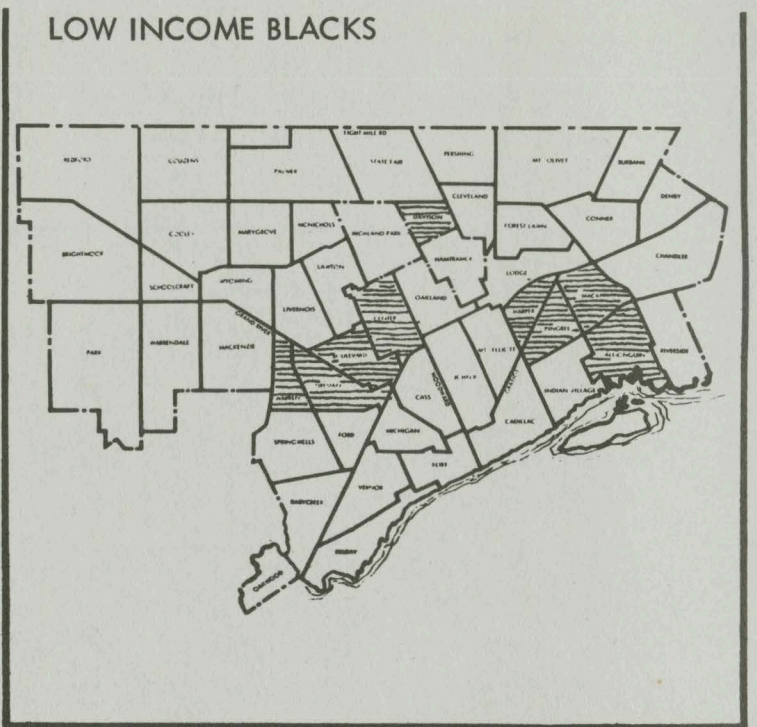
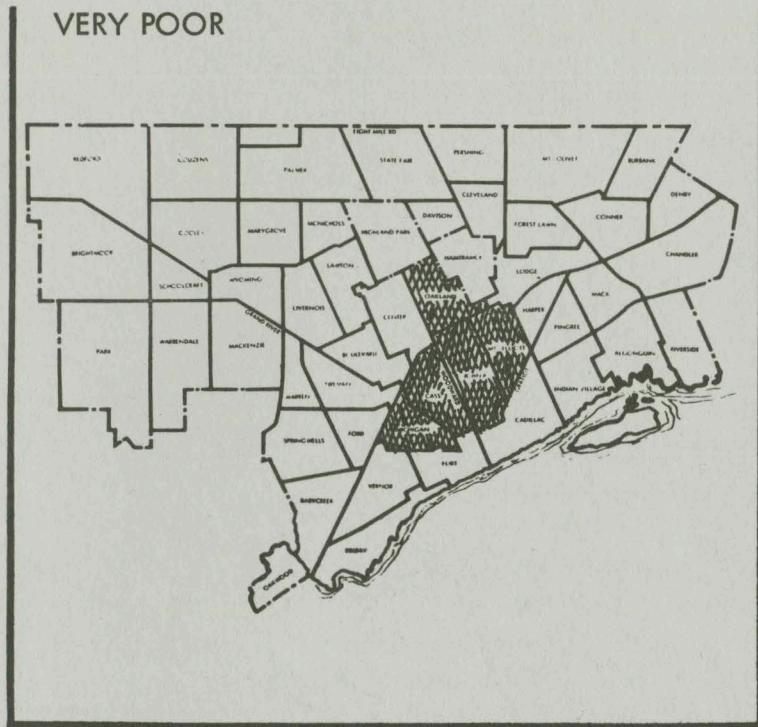
* Because the Hope Consumer Survey was a census of the major chain stores and a heavy sampling of large sized independents, it was necessary to tag the stores by census tract number, and group the census tracts into subcommunities that were fairly homogeneous in population density, mean income, and racial texture. Large groupings such as these prevent the possibility of identifying an exceptional store here and there as a trend.



CITY OF DETROIT BY SUBCOMMUNITY

SOURCE: UNITED COMMUNITY SERVICES OF METROPOLITAN DETROIT

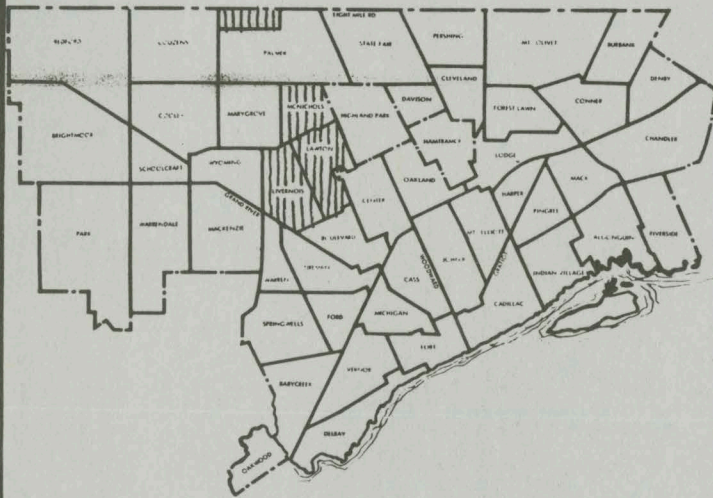
**DETROIT AREAS BY
INCOME CLASSIFICATION**



POPULATION	143,347
AREA	9,992 Sq. Miles
PEOPLE PER SQ. MILE	14,520
INCOME	\$2,800 - \$4,170

POPULATION	294,440
AREA	18,288 Sq. Miles
PEOPLE PER SQ. MILE	14,756
INCOME	\$4,980 - \$5,920

MIDDLE INCOME BLACK



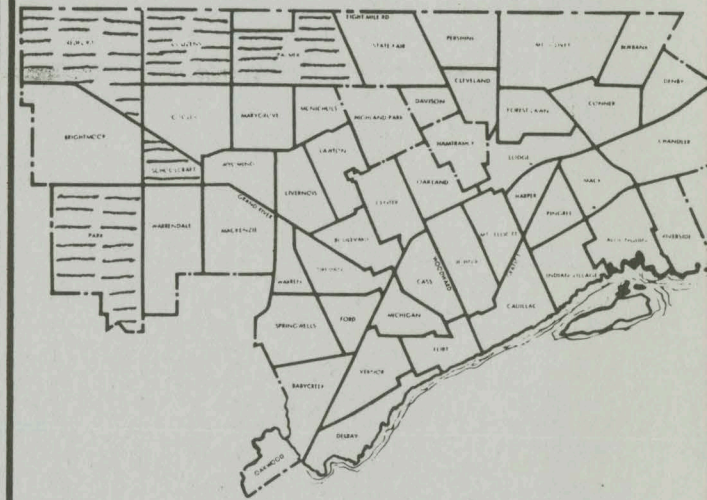
POPULATION 112,233
 AREA 6,605 Sq. Miles
 PEOPLE PER SQ. MILE 15,780
 INCOME \$6,000 - \$7,000

LOW MIDDLE INCOME WHITE

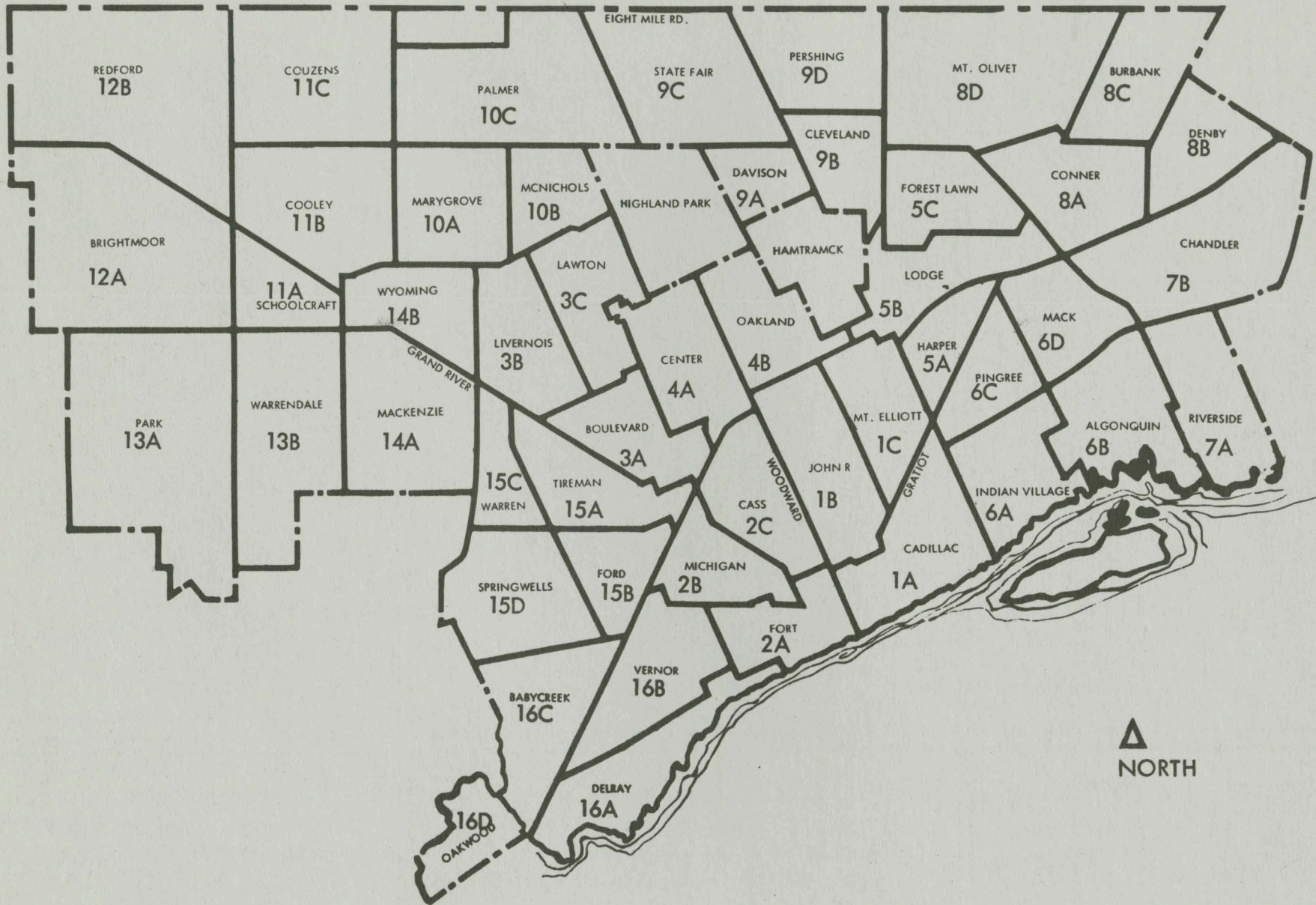


POPULATION 142,616
 AREA 14,019 Sq. Miles
 PEOPLE PER SQ. MILE 10,881
 INCOME \$7,000 - \$8,000

MIDDLE INCOME WHITE



POPULATION 212,560
 AREA 26,621 Sq. Miles
 PEOPLE PER SQ. MILE 8,120
 INCOME \$8,500 - \$12,000



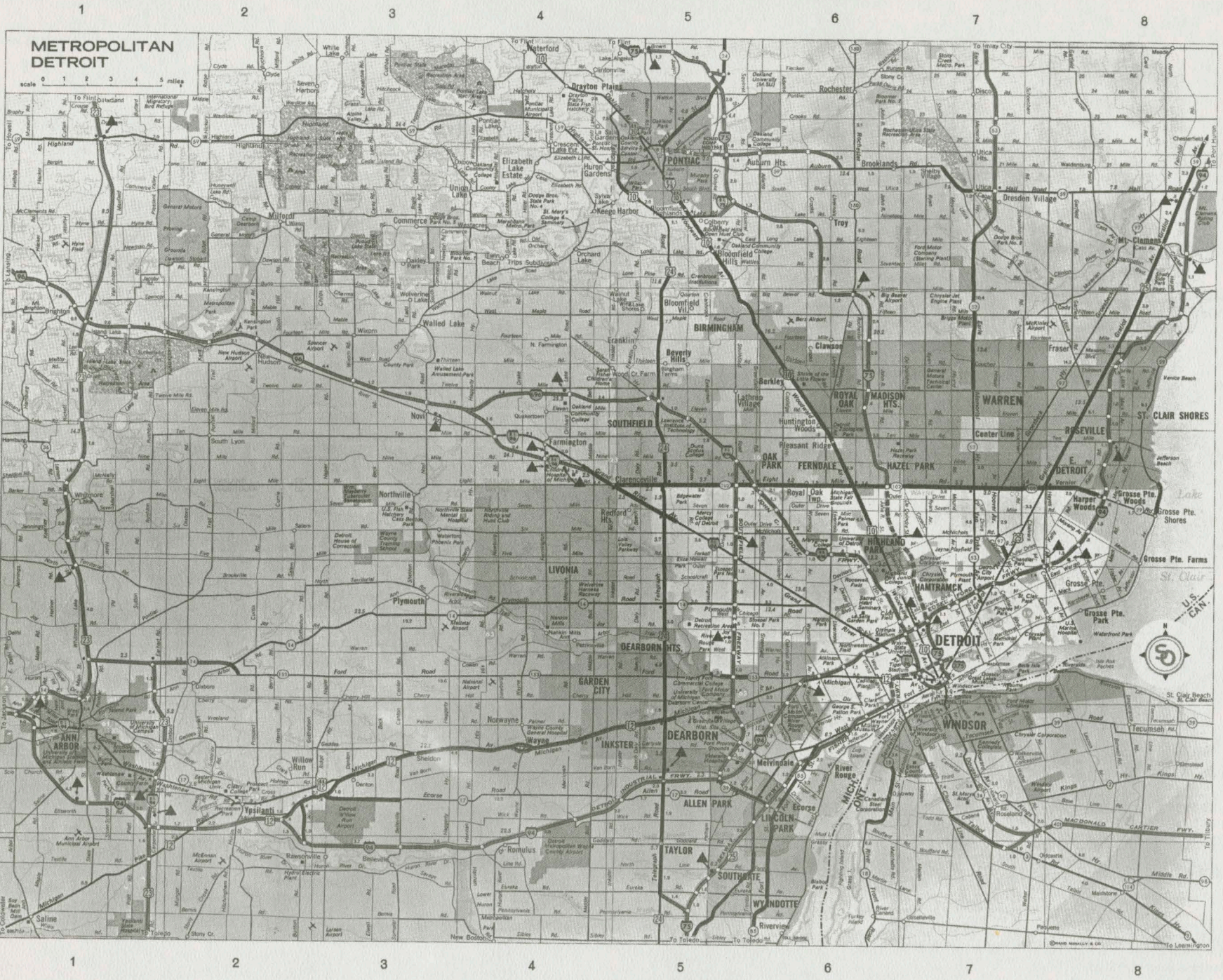
CITY OF DETROIT BY SUBCOMMUNITY NAME AND NUMBER / SOURCE: UNITED COMMUNITY SERVICES OF METROPOLITAN DETROIT

CITY OF DETROIT SUBCOMMUNITY DATA*

	SQUARE MILES	NO. PEOPLE SQR. MILES	POPULATION	MEAN ANNUAL INCOME	BLACK		SQUARE MILES	NO. PEOPLE SQR. MILES	POPULATION	MEAN ANNUAL INCOME	BLACK
VERY POOR						MIDDLE INCOME BLACK**					
1B	2.526	10,291	26,037	2,800	87.8	3B	2.167	18,097	39,271	6,450	78.0
1C	2.039	17,649	36,004	4,020	42.4	3C	2.154	20,223	43,480	6,460	89.7
2B	1.565	14,041	22,045	4,170	46.3	10B	1.526	13,810	21,130	6,450	72.7
2C	1.957	15,539	30,458	3,180	29.8	10D	.758	10,989	8,352	6,030	89.6
4B	1.905	15,080	28,803	4,030	92.2	LOW MIDDLE INCOME WHITE					
LOW INCOME BLACK**						8A	2.861	12,759	36,493	7,040	0.4
3A	1.880	24,833	46,687	5,920	89.5	8B	2.437	10,771	26,282	7,920	0
4A	3.165	15,308	48,529	5,480	71.9	8C	2.606	12,118	31,628	7,320	0
5A	1.164	13,461	15,615	5,100	57.8	8D	6.115	7,887	48,213	7,700	0.2
6B	2.919	13,700	40,007	5,190	43.5	MIDDLE INCOME WHITE					
6C	1.382	21,330	29,650	5,570	81.4	10C	4.927	7,763	38,276	150	17.4
6D	1.833	14,025	25,667	5,590	64.1	11A	1.670	8,654	14,453	8,460	0
9A	1.181	11,249	13,274	5,020	47.4	11C	4.924	8,712	42,867	8,600	6.1
15A	2.138	18,096	38,726	5,240	91.3	12B	7.789	8,077	62,926	9,100	0.3
15B	1.391	15,776	21,929	4,980	48.7	13A	7.311	7,392	54,038	8,470	0
15C	1.224	11,791	14,386	5,780	71.2						

* Much of this statistical data was verified by or corrected with the recent TALUS Report. (Transportation and Land Use Study)

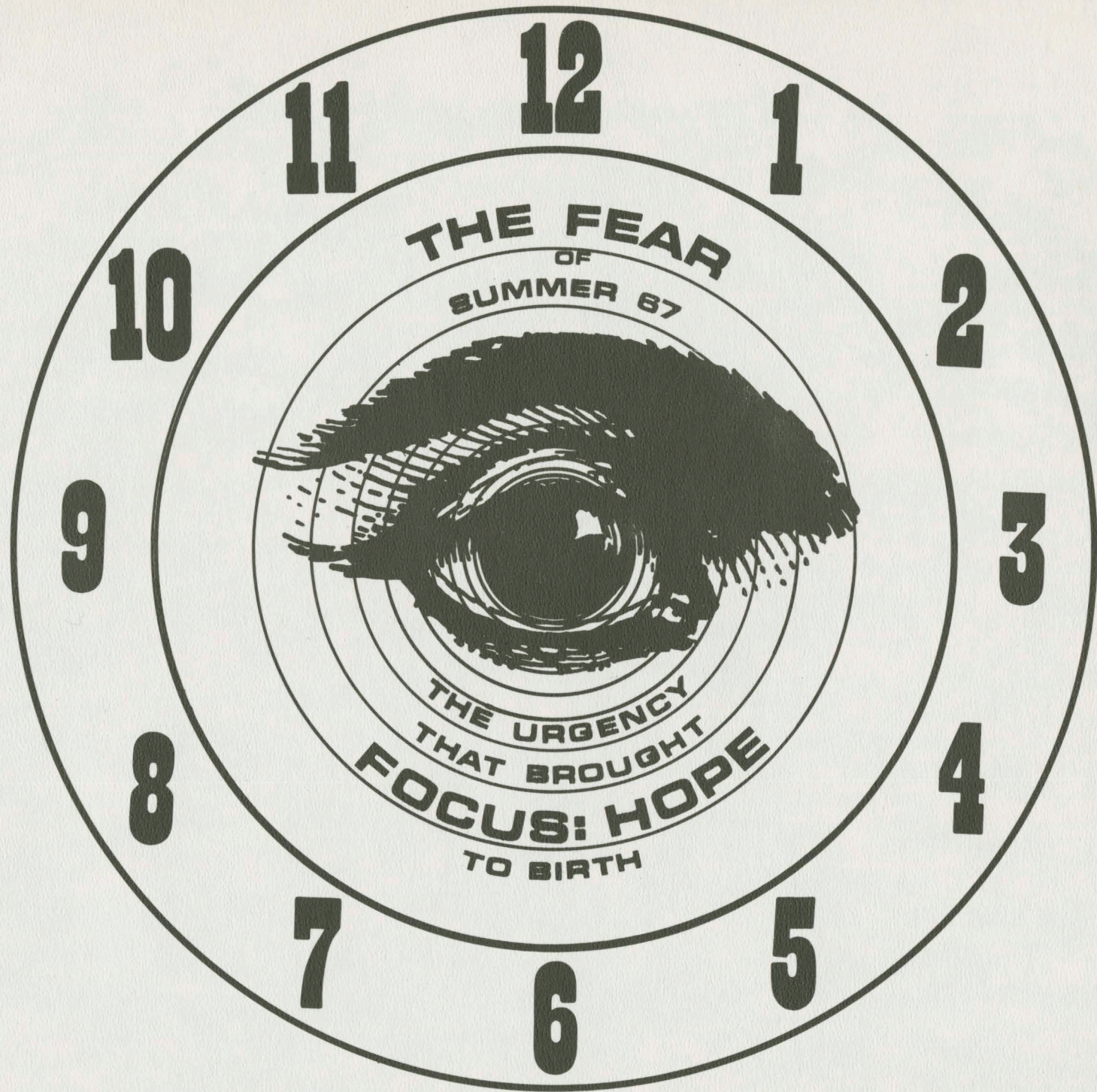
**These special economic labels were made for the Black Community because of the obvious disparity between the annual incomes of black and white in the social scale of middle class.



SUBURBAN COMMUNITY MAP

SUBURBAN COMMUNITIES DATA GROUPED ACCORDING TO INCOME

COMMUNITY	SQUARE MILES	POPULATION	MEAN ANNUAL INCOME	BLACK RACE	COMMUNITY	SQUARE MILES	POPULATION	MEAN ANNUAL INCOME	BLACK RACE
Highland Park	2.98	38,063	5,620	27.4	Northville	2.2	54,000	9,000	0
Hamtramck	2.0	34,137	5,460	6.5	Novi	32.0	6,390	8,780	0
Berkley	2.5	23,800	7,930	0	Plymouth	15.94	8,364	9,000	0
Ferndale	3.9	33,000	7,670	0	Redford	11.25	80,000	9,160	0.1
Inkster	6.28	42,000	7,960	43	Royal Oak	11.8	95,000	9,140	0
Lincoln Park	5.93	53,933	8,000	0	St. Clair Shores	11.5	90,000	9,470	0.5
Mt. Clemens	3.94	21,600	6,840	10.2	Southgate	6.84	35,000	8,640	0
Pontiac	19.8	82,233	6,700	17.0	Taylor	24.0	65,000	8,140	0.4
Roseville	9.0	55,000	7,870	0.9	Troy				
Utica	2.0	3,115	8,000	0	Warren	34.0	175,000	8,510	0.3
Hazel Park					Wayne	6.01	21,400	8,450	2.1
Ecorse					Birmingham	4.51	28,000	12,850	0
Allen Park	7.35	42,463	9,420	0	Bloomfield Twp.	25.0	40,067	20,000	0.3
Clawson	2.25	18,000	9,230	0	Grosse Pointe	3.5	23,000	13,250	0
Dearborn	25.3	115,000	8,500	0.1	Huntington Woods	1.5	9,200	16,200	0
East Detroit	4.0	48,159	8,630	0	Livonia	36.0	100,000	10,250	0.3
Dearborn Heights	12.7	80,000	9,290	0.1	Oak Park	4.5	35,000	10,050	0
Farmington	36.0	40,000	9,740	1.1	Southfield	26.8	62,500	12,050	0.4
Garden City	5.0	47,000	8,450	0.6	Pleasant Ridge				
Harper Woods	2.25	22,500	8,970	0.8	Rochester				
Madison Heights	7.10	42,410	8,250	0.4					



THE ORGANIZATION

FOCUS:HOPE, INC.

Focus: HOPE began March 6, 1968, only one year ago, three days after the Kerner Commission published its Report on Civil Disorder. Focus: Summer Hope originated from the frustration of two Catholic priests who felt the need for immediate action to stem the fear that was mounting in Metropolitan Detroit. People, both white and black, needed a dramatic and imaginative sign of hope.

On March 6, 300 people, black and white, from the city and suburbs, were called to a meeting of concern at Sacred Heart Seminary. In the gloom of those dark months following the summer riots, Focus: HOPE wrote to those men and women:

"In our cities today there is fear and confusion,
rumor upon rumor.

For some it means an entrenchment:

for others it provokes the question:

'What can I do?'

for all it becomes a matter for real concern.

Focusing that concern is difficult because so much needs
to be done, yet so little seems to work.

The need for dramatic action,

symbolic gesture and

consistent commitments must lead us to fresh thinking

new awareness,

sensitive and complete

involvement.

We must never say that it is too late, for hope is our

greatest asset when things look dark and

can be our greatest strength when the prophets of

doom offer inaction. It is better that we act now, than

not act at all."

EDUCATION A MUST

White Detroiters were buying guns, so were blacks. White suburbanites wondered about the burning of Detroit stores, they worried about Black Power—a new slogan then, and they resented the Kerner Report allegation of White Racism. It was time to teach people in Detroit and Troy and Center Line and Dearborn Heights about racism and prejudice and fear and hypocrisy. Many had never heard the word from their pulpits. Tensions were building; time was short.

On March 11, five days after the first meeting with 300 interested citizens, 55 priests met at Franklin Settlement in Lake Orion for the first of a three day training session on racism, attitudinal change and the Kerner Report.

They heard newsmen and psychologists and sociologists and radicals talk about the city. These men were picked for their courage, intelligence and ability to speak. They were excited men, conscious of their responsibility. During the next three weeks they would speak at all the Sunday services in 178 parishes of Greater Detroit. On March 12, 1968 Archbishop Dearden informed all of the pastors about the crash program and asked them to introduce the visiting priests as his own spokesmen.

A press release described that program:

"Involved was education for clergy and laity, pulpit presentation and home meetings. After three days training for 55 priests on the nature of prejudice and attitudinal change, a training assembly was held for 5,000 people at the U. of D. Memorial Building, concentrating on the Urban Crisis and Black Power. Sermon presentations were given on March 24, 31 and April 17 in 178 Catholic parishes (53 in the City of Detroit, 125 in the suburbs), reaching a congregation of up to 600,000 with 85-90,000 people of all faiths involved in home meetings following the sermon presentation."

Following the HOPE Sermons and home discussions, a Rally of Hope was called for Easter Sunday, April 14, 1968, by Focus: HOPE and the Inter Faith Action Council. The rally developed into a memorial for Dr. Martin Luther King, Jr. HOPE was responsible for the initiation and organization of that rally.

A housing task force developed from the concern of HOPE volunteers over the Jeffries Expressway demolition. HOPE brought local groups into contact with Neighborhood Legal Services and State Representatives. Interests quickly broadened to the general deterioration of central city housing and the thousands of displaced, low income families. Investigations over several weeks indicated that a partial and immediate solution was the rehabilitation of existing housing for resale to low income families. Attendance at the National Conference on the Crisis of Urban Housing in Denver, Colorado, as well as meetings with local housing interests and the FHA led to the decision that in 1969, Focus: HOPE would provide a plan for rehabilitating 1,000 homes utilizing the 221 h Section of the Federal Housing Act.

SUPPORT FOR THE BAILEY FAMILY

In early April, 1968 Corado Bailey and his wife reached a painful decision: they were going to sell their house and move from all white Warren. The Baileys were a racially mixed couple, and from the first day they and their eight year old daughter, Pamela, moved into their \$25,000 ranch home, residents of Warren harrassed them, stoned their house, paint-sprayed their garage door with insults, while each day teams of Warren mothers followed little Pamela to school hurling hateful words and threats at the frightened child. On April 12, 1968, Good Friday, Hope volunteers drew up a Petition of Support to be circulated through all the churches of Warren. Called a Voice of Support, it read:

"In June, 1967, the Bailey family moved into Warren, Michigan. At that time, because Mr. Bailey was a Negro, some people in the community organized a program of harrasment, at first so strong that it had to be stopped by police action. But the harrasment has never ceased, taking many forms and causing untold grief and heartache to all members of this family, so much so that they have decided to move.

We, who are citizens of Warren, recognizing that our full support has been lacking, feel that their leaving would be a tragedy for our community. Further, we feel that it is never too late to act and would like now to publicly ask them to reconsider and stay with us. We will try, as Christian people, to overcome the prejudice and bigotry shown them on so many occasions. We want them to be our neighbors, to be a part of the opening up of Warren to all people, of whatever race, nationality or creed. We pledge that we will dedicate ourselves to overcome the dread disease of racism which affects our American society, so that all may live in the dignity and equality which God and our Constitution declare as the right of every man."

Two thousand five hundred men and women signed this statement which was then published in full page ads in the Royal Oak Tribune, the Macomb Daily Press, and the Michigan Catholic. National magazines and other major newspapers picked up the story; JET featured the Warren - Bailey Affair.

For many who signed, it was the first courageous step; for the Baileys, it was a symbolic gesture strong enough to encourage them to stay; for the community of Warren it was a confrontation with conscience that moved many church congregations to initiate human relations and community affairs groups. Those who signed the support knew new pride; those who had heckled little Pamela and thrown rocks knew shame. Warren was not healed but it found Hope.

REQUIRED LEGISLATION

By Easter '68 supporters of a State Fair Housing Bill began to count votes. The Blue Ribbon power play had failed in the former legislature. Under the direction of House Majority Leader William Ryan, Focus: HOPE drew up profiles of all the State Senators and Representatives. Cells of volunteers were pulled together under area coordinators throughout Wayne, Oakland and Macomb counties. An estimated 6,000 volunteers labored to support or change the mind of their Lansing representatives through home visits, telegrams, phone calls, and delegate trips to Lansing. The State Fair Housing Bill passed. Its passage was not a great step, but its failure would have confirmed the image of white racism in the black community. Several of the cells developed by HOPE began working on local ordinances in several areas including Southfield and Shelby Township. The following letter from a Shelby Township Community Council officer reflects their enthusiasm and endurance:

49815 Valley View Dr.
Utica, Michigan
November 22, 1968

Fr. William Cunningham
Sacred Heart Seminary
2701 W. Chicago
Detroit, Michigan

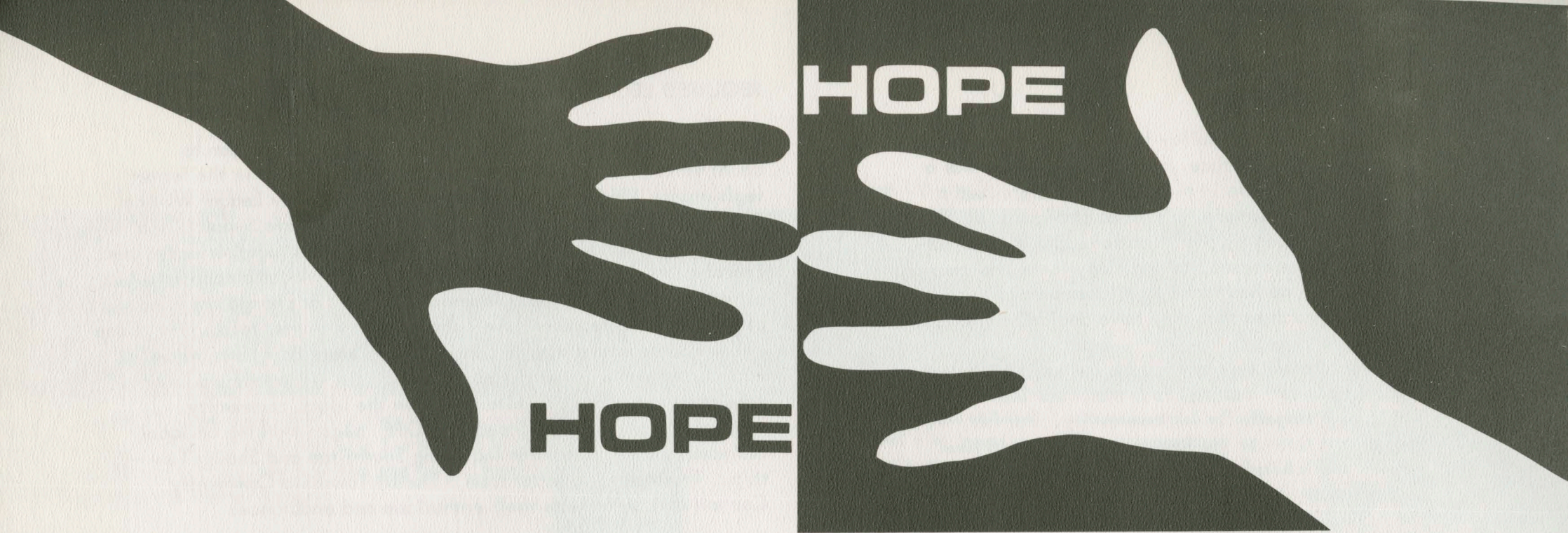
Dear Father Cunningham:

By way of introduction, I am on the Utice-Shelby-Sterling Human Relations Council and was active along with our group in our unsuccessful attempt to get Shelby to pass the advisory petition on Fair Housing.

The purpose of this note, however, is to thank you on behalf of the Council for your excellent talk at the High School and to assure you that our Council will continue in its efforts in behalf of better understanding between whites and blacks.

The two to one vote against Fair Housing indicates that we have our work cut out for us...but so be it, we'll just have to work that much harder and maybe a little "smarter"...but as noted in that recently maligned anthem..."then conquer we must, when our cause it is just, then this be our motto in God is our trust."

Sincerely,
Robert C. Wilson
Community Relations Committee



OPEN SUPPORT FOR RACIAL JUSTICE

Bumper stickers or lapel badges are the subject of many jokes, and there are those people who are constitutionally opposed to advertising their views in what they consider a rinky-dink, loud-mouthed, Madison Avenue manner. Some protesters may be pure, but many are hiding behind a thin rationalization. It takes a good deal of courage to let people know where you stand on the race issue. Drivers with HOPE stickers on their cars have been stopped by the police, questioned and ridiculed at stop lights, congratulated or harassed at work, suspected or toasted by their neighbors.

For many people there is not an awful lot that can be done to contribute to racial justice and peace, but all of us can let others know where we stand, and letting others know where we stand may be the difference in a community between open bigotry and unwilling but mute acceptance.

The HOPE sign says a lot. The black and white hands speak of the brotherhood of races, not a brotherhood achieved, but one that

is tentative--hopeful: the hands are not joined but reaching out toward one another, finger tips barely touching. The word HOPE on both sides of the sign indicates the expectation of both the white and black communities, an expectation based on genuine action and sincere, enthusiastic efforts towards solving the specific problems that have mounted to crisis.

As of the Spring of 1969, Focus: HOPE volunteers have distributed over 80,000 stickers and buttons. From car bumpers to classrooms and refrigerator doors, to factory bulletin boards and executive offices, HOPE signs have spread throughout Metropolitan Detroit to other cities and states. Human relation groups in Royal Oak, Southfield, Jackson, and Davenport, Iowa have adopted the HOPE sign for their symbol, realizing that hope is the product of honest expectation, and action beyond words.

SYNOPSIS OF THE PERMANENT STAFF OF FOCUS: HOPE, INC.

Co-Directors

William T. Cunningham, presently Speech and Drama Director at Sacred Heart Seminary, was assistant pastor at St. Catherine's Parish from 1955-58, on the lower east side, where he developed community programs and worked on the growing crisis of the changing neighborhood. One of the founders of the Archbishops Committee on Human Relations, Fr. Cunningham served as Chairman of the Committee on Education where for a period of seven years he worked on Educational panels and forums throughout the metropolitan area, defining the issues of housing, education, employment and the anatomy of racism. Fr. Cunningham gave the concluding conference at all of the Project Commitment Series. In the past several years Fr. Cunningham organized a Community Retreat Program for married couples, college and high school students. A major purpose of the retreat, an intensive formation and sensitivity course, was to present the problems of the community as the responsibility of us all. Hundreds of Hope Volunteers made their original social commitment on these retreats.

Jerome R. Fraser, presently teacher and Coordinator of Instructional Materials at Sacred Heart Seminary, was assistant at St. Boniface and All Saints Parishes from 1957 to 1960. Fr. Fraser worked with Spanish speaking Detroiters in 1957, and was involved in planning the Human Affairs Department of the Detroit Archdiocese, serving on its Research Committee. He was involved in community affairs groups, chaplain of Young Christian Workers and Christian Family Movement, and served on the State Board for Library and Material Development. He has been active in numerous conferences, institutes and seminars on urban environment, and taught courses on Social Problems.

Administrative Assistant

Mrs. Eleanor Josaitis, Parish coordinator and deanery representative for the Archbishop's Committee on Human Relations, past president of the Christian Mothers, coordinator of the Community Retreat Movement, Area Coordinator for United Foundation, suburban wife and mother of five children, initiated Focus: Hope with Frs.

Cunningham and Fraser. Mrs. Josaitis was Co-Chairman of the Hope Consumer Survey, and presently heads the Hope Consumer Program.

Research and Development Coordinator

Jerrold Reisman, former VISTA volunteer, received an M.A. in Business Administration from New York University. Previous job experience includes stock market analyst with the James Dines Co. N.Y., and statistical analyst with ATTAC, Detroit. Mr. Reisman researched and directed the data processing on HOPE new housing program for low income families.

VOLUNTEER WORK FORCE

Most people need to be given something to do--a specific job. HOPE has provided challenging work for thousands of black and white people of all economic and educational backgrounds and faiths. Volunteers sold bumper stickers, and acted as resource and host couples for home meetings. No one can estimate the thousands of hours that zealous and talented volunteer leaders expended in planning the massive educational program, the largest of its kind ever successfully attempted. Within two weeks following the announcement of Focus: HOPE, 178 parishes held organizational meetings with HOPE coordinators and resource personnel. Thousands of host couples were contacted. Block by block, and door to door the word went out inviting all comers, of every faith, to the Sunday sermon on the race crisis and to a Sunday evening home meeting.

Thousands worked on the consumer survey: shoppers, computer men, typists, and clerks. Hundreds labored through the night translating survey forms to computer data sheets. Key punch operators, doctors writing prescriptions for the drug survey, dozens of technologists and experts from the food and drug industries gave generous response.

But the ultimate in response is when people begin to develop their own programs. HOPE had a hand in training most of the priests who later assumed positions in the Suburban Action Centers. Scores of independent human relations groups in parishes and communities were born out of first steps taken with Focus: HOPE. Modeled after the Hope Educational Program, the Southfield Ministerial Association held a one day training session for the clergy of that area. Bishop Frederick Schiotz, President of the American Lutheran Church, requested the format of the Focus: HOPE program to be used in all the churches of his denomination. Drs. Arthur Cryns and Franklin Sweig developed the HOPE Program for Clergy into a more extensive training for religious leaders. The Cryns-Sweig project was funded by Ford Foundation.

CONSUMER SURVEY

One of the several action programs begun by Focus: HOPE was the Consumer Survey. The purpose of this survey by 403 women in the city and suburbs was to answer unequivocally the following questions about supermarkets, small grocery stores and pharmacies:

- (1) Do the poor pay more?
- (2) Does skin color affect service?
- (3) Are facilities and products equal for inner city and suburban shoppers?

The consumer survey exposed some of the injustices for the poor and Black in grocery stores and pharmacies. White women from Birmingham, Taylor, Dearborn and Grosse Pointe learned first hand the appalling conditions of shopping in the central city. A slide presentation of survey findings has been made to New Detroit Task Forces; the Consumer Advisory Convention sponsored by the U.A.W.; Business and Professional groups throughout the State of Michigan. The completed report in book form will be sent to local government groups, the Better Business Bureau, Chamber

of Commerce, local universities and high schools, and colleges across the country as well as Federal authorities who have voiced their interest. Local food and drug organizations have already been contacted. Special profiles on inner city stores are being prepared for the major chains.

Focus: HOPE is not satisfied by documenting the plight of the poor in the central city market place. It becomes compelling for us to do something about the problems we uncovered.

THE FUTURE

What do we hope to do? What are our plans? Hope is built on realistic expectation. HOPE expects to provide:

- (1) The ability to remain responsive to the demands of our volunteers and to the needs of the community.
- (2) Programs to eliminate problems defined in the consumer survey.
- (3) An immediate attack on the housing crisis for the poor.
- (4) Jobs for hardcore, local unemployed, and with the use of this massive housing program as clout, to stimulate trade unions into accepting black members.

The following recommendations were made at the request of the New Detroit Incorporated, which assisted in funding the survey. It should be noted that these recommendations were tentative and exploratory, rather than directive.

Since the recommendations were made, Focus: Hope has engaged in serious and, apparently, fruitful dialog with an Ad Hoc

Pharmacy Study Committee, comprising the major officers of the pharmaceutical profession. Meetings have been held with owners and representative of major good chains, and representatives of the Associated Food Dealers have made arrangements for discussing the survey findings and specific recommendations. Focus: HOPE intends to issue a progress report on these negotiations, as well as the findings on follow-up surveys, in the near future.

A. Education

- Publication and distribution of HOPE CONSUMERS SURVEY; pre-publication orders have already been received from government agencies, universities, religious and human relations groups across the nation.
- Consumer problems of the poor presented to the white community: a slide show has been prepared and will be kept current to inform human relations groups, church groups, schools, etc., of the problems of the central city shopper along with recommendations appropriate to the group. Discussions are being led by trained ladies who took part in the survey, particularly those from the suburbs. To date we have had several hundred requests for this service.
- Support through survey data of such groups as the Better Business Bureau, Colored Peoples Time, the Consumer Advisory Council, Civil Rights Commission, Chamber of Commerce, Department of Agriculture and MCHRD.
- Individual profiles for major chains: Focus: HOPE is preparing from its survey data a profile of individual stores for each chain, noting prices, condition of produce, meats, bins, floors, etc. and detailing the subjective comments of the surveyors. This information is classified and will be given only to the store official of the chain concerned.

- Discussions with pharmaceutical associations: Under the direction of Dean Martin Barr of Wayne State, an ad hoc committee has been set up representing the major officers of pharmacist groups from the metropolitan area to discuss wide variations in prescription prices and across-the-counter drugstore supplies. Preeminent in preliminary talks has been the professional role of the prescriptionist and his co-interest with the doctor in the patients' medical history. Suggested was the establishing of ethical pharmacies in Very Poor and Low Income Black areas, possibly in conjunction with a small neighborhood clinic.

B. Negotiation

- Continued negotiations with major chain grocery stores and Associated Food Dealers: meetings have already been held with major chains to dispel some of the myths about black buying power, patron pilferage and personnel rapport, to initiate renovation of existing structures, the building of new stores, and the hiring of Black personnel, especially managers and district supervisors.

C. Continuing Survey Services

Focus: HOPE will keep current its information on food and drug prices through monthly sample surveys and will provide the community with a report on progress as it is made.

D. Consumer Action Line

Conversations with hundreds of people during the survey revealed a great deal of discontent with prices, services, quality and availability of goods. There was also the frustration of not knowing who might hear such complaints. Focus: HOPE intends to have a telephone service to hear complaints of shoppers of foods and drugs, make an immediate investigation, and refer the substantiated complaint to proper agencies for further investigation and correction.



HOPE Directors Frs. Fraser and Cunningham



Attorneys Cleage and Clay instruct shoppers

Training session for HOPE shoppers



A & P Manager Richard Hare assists shoppers



WHAT CAN I DO

FOCUSING
THAT
CONCERN
IS
DIFFICULT
BECAUSE
SO
MUCH
NEEDS
TO
BE
DONE
YET
SO
LITTLE
SEEMS
TO
WORK



THE METHOD

GROCERY SURVEY

A survey and a census by nature, the Consumer Survey was designed to seek documented answers to these questions:

1. What is the relation of inner city food and drug prices to their suburban counterparts?
2. What is the quality of food available to the inner city, especially meat and fresh produce, relative to the suburbs.

In addition, the objectives of the survey action programs were as follows:

1. To involve suburban women and inner city black women in a team buying or surveying situation, comparing small and large stores in the inner city and suburbia, both food and drug stores.
2. To provide an opportunity for suburban women to become aware of the marked differences in the buying patterns of the disadvantaged areas with their affluent home areas.
3. To develop racially mixed teams who would act as a speakers bureau to inform the public at large of the reasons why the poor pay more.

To accomplish these goals an intensive, professional training program was initiated to equip the shoppers with a survey technique. Detroit and the suburbs were divided into areas either by race or income in order that material gathered from area survey sheets could be processed in computers, and reassembled to provide a meaningful profile of buying and selling habits.

Major chains and independent stores in the inner city and metropolitan area were compared with the same chains and independents in the suburbs where such comparisons were possible. The status of the non-competitive corner grocery located in areas decimated by the riots was investigated. Besides pricing grocery

and produce items area wide, a typical grocery list was shopped in chain stores, independents, and corner groceries. The price differences that were recorded between chains in the inner city and suburbs, independents in the inner city and suburbs, and corner groceries in the inner city provide that part of the consumer survey which can best be explained in prices and percentages.

Another part of the consumer survey is better described in taped interviews among the directors of Focus: HOPE. These interviews relate the process of organizing a survey and its effect on the volunteers as well as the areas shopped. They touch on the inconsistencies in pricing, quality control in meat and fresh produce, and service discrimination within chain stores. The interviews are included not only as an eyewitness account of why the poor pay more, but as a constructive criticism to the larger powers in city government and the food industry of ways in which the poor might pay much less to receive higher quality.

TRAINING: FOCUS: HOPE FOOD AND DRUG SURVEY

Training for the Focus: HOPE food and drug survey was designed and executed by the Area Training and Technical Assistance Center (ATTAC), a federally funded training agency for Michigan's anti-poverty workers. The training program was initiated at the request of Mrs. Roberta McBride, Educational Coordinator of the Consumer Research Council.

ATTAC has had considerable experience both in the Consumer Education field and in survey design and research. In 1966 ATTAC coordinated a survey of the A & P and Bi-Lo supermarket chains. This survey resulted in meetings of supermarket officials with local neighborhood organizations directed toward improving conditions for shoppers and heightening consumer awareness. The agency regularly conducts classes in schools, settlement houses and community centers which cover comparative shopping, co-op and wholesale buying, meal planning and budgeting welfare and ADC incomes.

On April 1, 1968, ATTAC was informed by Focus: HOPE that approximately 400 housewives planned to be involved in the survey. Half of the women were suburban dwellers recruited by Focus: HOPE, and the other half were inner-city women contacted through the Consumer Research Council. Many of the latter had already attended consumer education classes coordinated by Mrs. McBride's organization.

On April 16, Father Cunningham spoke to the assembled group on the need for a food and drug survey in Detroit. Then the group viewed the film "The Poor Pay More", which was followed by a discussion period. After lunch the 22 trainers selected from the larger group (on the basis of aptitude and interest), had their introductory orientation. It was in part a get-acquainted session for the black and white housewives, who had many misconceptions about one another.

April 17, the 22 trainers met at ATTAC headquarters. In this session they were briefed more extensively on the needs and buying patterns of the poor. The outline for the discussion included the following:

- I. Why Do the Poor Pay More?
 - A. Basic needs
 1. Food
 2. Shelter
 - B. Socially created wants
 1. Wants created through advertising
 2. Wants embodied in modern American values and attitudes
 - a. Credit buying
 - b. Popularity of prepared foods
Luxuries that have evolved into necessities:
cars, etc.
 - C. Confinement to a limited shopping area because of lack of money or transportation
 1. Neighborhood 'corner stores'
 2. Inner city supermarkets
- II. Some Characteristics of the Poor
 - A. Low income usually fixed though living costs vary

- B. Unsophisticated shoppers under pressure
 1. Inability to do comparison shopping
 2. Children sent to do shopping
- C. Lack adequate refrigeration and freezer space.

April 18, the discussion focused on the survey itself, its functions and key points. This included:

- I. Functions of a Survey
 - A. To provide precise information
 - B. To influence large numbers of people
 - C. To bring to light unexpected information
 - D. To make people aware of each others' problems - community involvement
 - E. To educate the canvassers
- II. What to look for in this survey
 - A. Kind of service (number of checkout counters, length of lines, etc.)
 1. Cleanliness
 2. Packaging
 3. Number of available carts
 - B. Variance in price of an item
 1. Within a store
 2. Within a chain
 - C. Number of sale items actually available when advertised
 - D. Manager - is he polite and helpful

April 19, the last full training day, the trainees engaged in role playing and reviewed a dummy survey form. The women practiced dealing with situations like:

1. Poor quality goods or service.
2. Tax being rung up twice or incorrect amounts shown on cash register tape.
3. Being accused of shoplifting.

The training was supplemented with talks by several outside resource persons. Miss Janis Lyle, a nutritionist from the Board of Health, discussed the following:

When shopping for:

1. Packaged Food
 - a. Read labels
 - b. Check brand names
 - c. Check weight
 - d. Check size
 - e. Check prices, with the above in mind
2. Meats
 - a. Chicken - check color, neatness, bruises and pinfeathers
 - b. Hot dogs - all beef or beef and pork
 - c. Bacon - well streaked with lean
 - d. Beef - check grade, ask if not marked
Choice
Good
Standard
Utility
Commercial (used in canned goods)
 - e. Hamburger - not more than 30% fat
3. Fresh goods
 - a. Lettuce - check for wilting, decay
 - b. Potatoes - check for softness
4. Canned Goods
 - a. Check brand, weight, grade (A,B,C) whether liquid is light or heavy
 - b. Ingredient order on contents of can determines what is mostly contained in can

Mr. Loren, of the U. A. W., discussed a survey he recently conducted in California. Mrs. Theresa Cox, from the Bureau of Labor Statistics, explained how her office determined pricing structure and conducted surveys. Mr. Luther Flannagan

(ATTAC) discussed evaluation and measurement techniques. Attorneys Henry Cleage and Jerry Clay discussed the legal aspects of the survey. Surveyors were given a number to call for legal aid in case of harrassment, such as arrest "on suspicion" of shoplifting. They were advised to disclose the names of sponsoring organizations, if requested to do so, but not to show the survey form.

The twenty two trainers conducted orientation sessions for the larger group. The women were cautioned to always use a basket (it aroused less suspicion), not to carry a large handbag (to avoid suspicion of shoplifting), to keep the survey form folded (a large paper attracts attention), and to leave the store if asked to do so. In addition, they were reminded to look behind the top row or layer of goods for varying quality or pricing of the product.

SURVEY DESIGNERS

The Food and Drug Surveys were designed with the assistance of 16 organizations. These were

Commission on Community Relations (Sharon Brown)
Marketing Research Department, University of Detroit
(Dr. Ito)
Detroit City Planning Commission (John Lowe)
Transportation and Land Use Study (William Hardy,
Alex Kennedy)
Reaume and Dodds Inc. (William R. Luedders)
Detroit Housing Commission
Municipal Reference Library
Department of Report and Information
Mayor's Committee for Human Resources Development
United Community Services
Detroit Urban League
Detroit Council of Organizations
Michigan Civil Rights Commission
U.A.W. Local 174
Inkster Housing and Redevelopment Commission
New Detroit, Inc.

TAPED INTERVIEW BETWEEN JERROLD REISMAN
AND FR. CUNNINGHAM CONCERNING EARLY
HISTORY OF CONSUMER SURVEY.



Mr. Reisman

On June 6th 1967, I became a Vista Volunteer in Detroit. I was assigned to Protestant Community Services and, specifically, to the organization GROW which is on Myrtle and Roosevelt. One of the things the people needed there was a cheaper price for foods. They were paying 72¢ for milk while in other areas people were paying 42¢ 43¢ or 49¢. Because of some conflicts with Protestant Services and the Protestant Community Organization over the co-op, the people refused to have the co-op in the area--not on the values of the co-op but because of the manner in which the agency had demanded the organization of one. So in order to use my time as I wanted to, that is basically working with co-ops, I transferred to the Mayors Committee for Human Resources on the agreement that I just work on co-ops.

I'd also work with community groups, speaking with them, giving them information as to what other co-ops were doing. I transferred to them in February, 1968 and through contacts that I made we were able to get films, we assisted in starting 5 to 7 co-ops in the city. Around March of 1968, I was asked to speak to Mrs. Roberta McBride about

how she could use some money that she had left over from her Consumer Education Program. I had a meeting with Mrs. McBride at Wayne State for lunch and told her that what we needed now was information on prices of meat and where we could get quality meat and foods, and we also needed reasonable prices on drugs. Three days before I went to speak to Roberta, we went into the suburbs and through the coordinator at St. Peter Claver Settlement House we made a contact in the suburbs with a drug store that would sell us drugs and prescriptions at discount. But we didn't have any information on the prices of prescriptions--proof that we were getting a real savings--and I told Mrs. McBride our basic problem was getting the information on prices. A couple of weeks after I met with Roberta McBride, I had a contact with ATTAC (on the third floor of the building where I was working) and they told me that our survey was going to start soon and it was going to be on the drugs and I told them I would like to go and be involved in it. The first time I came to Sacred Heart Seminary was with Mrs. Minion and Mr. Carney and I believe Mrs. Ciers. They came over to help organize the training.

Fr. Cunningham

Mr. Reisman, will you tell us something about your work with the consumer survey from that stage when you first met with Mr. Carney and Mrs. Minion at Sacred Heart Seminary? Was your involvement particularly in the plan of the survey?

Mr. Reisman

At the first meeting we discussed the type of training and the number of hours that would be involved. About 20 people from different organizations attended, and there was an open discussion about the survey. They discussed the survey that went on in California under the direction of the UAW. One of the things that stood out in my mind about the meeting was an argument that the survey would show that the small independent stores in the inner city charged higher prices; but, since they were owned by black proprietors, you would put them out of business. No consideration was given to the harm these owners might be doing. I tried to bring that out during the meeting. They didn't consider that the people were paying higher prices for one owner's profit. People were paying higher prices, the meat was bad--just a whole line of complaints that are generally heard in the inner city. Well, from that they had other planned meetings at 903 W. Grand

Blvd. (MCHRD Headquarters). Gene Loren from the UAW, who was involved in the Survey in California, helped us set it up, and this took several days. People went out and actually surveyed the items we had on the survey sheet to show we had the most common weights and brands. Next was the first meeting on April 16 when around 400 people, at least, showed. I would like to say that the original idea was to have thirty or forty people and to have sort of a secret survey, just to get the prices without anybody knowing about it. And we came up with 400 people. We showed the film, The Poor Pay More. The people in the audience were amazed by the facts, and the mood and the reaction was just great.

Fr. Cunningham

After your term with Vista, you came to work with Focus: HOPE, particularly on the Survey.

Mr. Reisman

Yes that's true, and my first task was to set up the assignments of the stores. We had the list of some of the stores from the different chains and we colorcoded them on maps. Some of my friends from Vista were anxious to do as much as possible, and together we had about a week to assign the stores. We worked till twelve or one o'clock a.m. picking out the stores. (The whole staff generally worked until midnight.) We gave our first assignments at the UAW Hall on April 24, and I think we had an immediate success, as far as the Vistas were concerned. We had seen 400 people come together, and people from the suburbs were talking with some of the inner city people and were just amazed. It wasn't just what went on during the training sessions, it was after, when the people got together and they spoke about some of the problems that were going on. I think that just the reaction from the suburban people was the greatest thing that I have seen. As I said, I think this was an immediate success, getting those people together. Some of the people from the suburbs started to give clothes to some of the families; it was shown that there was a need for help and people were giving names of suburban contact

people who might want to give money to build houses. Some of the people still got together when the training sessions were over, and they had a picnic on July 4th. On all these occasions the discussions of the problems of the inner city arose.

Fr. Cunningham

Mr. Reisman, you mentioned some of the side-effects of the survey like the coming together of the suburban areas and the inner city people and the recognition now by some of the ladies of inner city problems, and even the beginnings of some friendships. Did you notice any particular enthusiasm on the part of suburban women to do something about the problems of the city? Did you feel that they were excited about helping to solve some of these inner city problems?

Mr. Reisman

Yes. They were anxious to do more than we asked.

Fr. Cunningham

Did you at any time after the survey ask them to continue to work on programs?

Mr. Reisman

Yes. The ladies were completely surprised from the very moment they started this program. That poor pay more actually shocked them. I was watching the peoples' faces as they were watching the movie, "The Poor Pay More." I had seen the film several times. They were almost in a state of shock at some of the things that came out, that people paid 100% more for furniture and the salesman just coming out and saying those things. I don't know why the people were so enthusiastic; it was almost a guilt feeling that they wanted to do something now since they hadn't done anything in the past. Some of the ladies have come and worked almost every day of the week for four or five hours. During the meat survey and during the drug survey some ladies have come into the office three or four times in one day.

Grocers' Spotlight

THE NEWSPAPER OF THE MICHIGAN FOOD MARKET A SHAMME PUBLICATION

May 6, 1968

THE SECOND FRONT PAGE

Page 3

THE POOR DO PAY MORE!

Let's get that out of the way right at the beginning. In the inner city, the poor are dealing with a handful of independents who expect trouble every second, who pay exorbitant rates for insurance, when they can afford it, and who charge accordingly. Their overhead determines their prices.

They're not price-gougers. We have seen some stores in the inner city with frankly inflated prices, who offer time-payments as a fisherman offers a hook. But these aren't food retailers.

The above is offered in mild protest against last month's witch-hunt, which saw 400 housewives invade supermarkets throughout Detroit and the suburbs. They intended to prove that the poor pay more, and, although their findings have not yet been revealed, they undoubtedly did prove it. If a determined group of people set out to prove the world is flat, they could find innumerable sources of support.

We do, however, eagerly await the results of their survey, and hope it answers such questions as: "What stores was the survey taken in? Were the black-operated inner-city co-ops covered? Was the survey done on the basis of likeness in store size and purpose?"

Has anyone bothered to tell these women the difference between a supermarket and a party store? Between a supermarket and a mom-and-pop grocery? Did the women ask?

We are all in favor of a survey that produces results. Unfortunately, this will probably turn out like so many other noble efforts, and merely be aimed at arousing public indignation based on inaccuracy.

There is a gap in the inner city that ought to be filled. But it will not be filled as long as retailers cannot get adequate police protection or insurance. Chains will not build in a potential riot area.

This survey has upset many retailers, who feel they are being unjustly accused and will not receive a fair trial. Newspapers were once accused of unfairly swaying public opinion in some crimes. Today they report factually, and without prejudice. Will the food industry be accorded the same fair treatment? Will the press check the ladies' report thoroughly instead of angrily denouncing the industry? We hope so.

However, the food industry is being placed in the position of a witch, and since when did witches get trial-by-jury? Consider, ladies, is your survey accurate? Did you first sit down with responsible members of the food industry to gain more knowledge about our industry and what really determines price? How many truly knowledgeable people helped you?

If your answers are as I suspect, then for shame ladies, your halos are slipping.

The following copy of a letter from the Mayor of Detroit to Mr. Edward Deeb, Executive Director of the Associated Food Dealers of Greater Detroit, is a concise appraisal of the preparation, motives and planned use of the survey.

June 12, 1968

Mr. Edward Deeb, Executive Director
Associated Food Dealers of Greater Detroit
434 W. Eight Mile Road
Detroit, Michigan 48220

Dear Mr. Deeb,

Thank you for your letter of May 22 expressing interest in the food and drug survey being conducted by FOCUS: HOPE, and funded by the New Detroit Committee. One of the major goals of the project was to have inner-city and suburban women share shopping experiences. In the process, the women are studying prices, facilities, quality of goods, personnel, and the possible differences in service based on store location and the color of the shopper.

The Mayor's Committee for Human Resources Development's involvement was in the training of the surveyors. The training was designed and conducted by the Area Training and Technical Assistance Center of the University Center for Adult Education, a unit of the University's Division of Urban Extension. ATTAC is a delegate agency of MCHRD and is responsible for training community organizations oriented groups. Consultants involved were experts from the Board of Health, Bureau of Labor Statistics, United Auto Workers, Consumer Research Council and Neighborhood Legal Services. Among this group were several professional home economists and food inspectors.

The instruction of the trainers was performed by experienced

ATTAC instructors who then supervised the training of the 400 housewives. Half of the trainers were members of a six month consumer education class at Wayne, and the other half were university educated housewives, many of whom are professional persons.

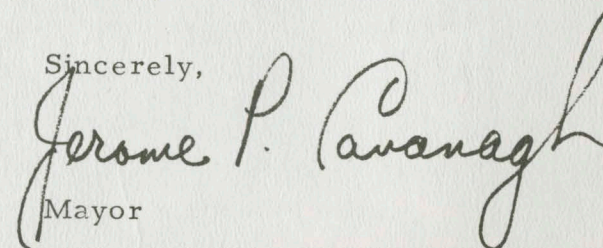
The 400 surveyors were given intensive training in the use of the survey form. An additional consideration is their life-time of experience in shopping for food and drugs.

The credibility of the survey is further enhanced by the care taken in the development of the survey form. Every consideration has been given to the description of stores: their size, function, and location. The computerization of the variable factors is being programmed by the data processing experts from across the community.

It is my understanding that FOCUS: HOPE plans to share its findings with interested groups such as: The Associated Food Dealers, Board of Commerce, Better Business Bureau and the Federal Trade Commission. Such responsible use of the data acquired should serve the best interest of the community.

If you have any further questions, please do not hesitate to write me.

Sincerely,


Mayor

JPC;sjb

TAPED INTERVIEW BETWEEN ELEANOR JOSAITIS
AND FR. CUNNINGHAM CONCERNING
SURVEY PREPARATION.

Fr. Cunningham

What went into the preparation of this course?

Mrs. Josaitis

It was the responsibility of ATTAC to do the research that would go into training these women. They contacted the different organizations; they met with them. ATTAC by its nature is an organization well possessed of knowledge in order to present this type of training. ATTAC is a bonified group of teachers, social workers, technologists, food economists, home economists, and dietary professionals who are hired by Human Resource Development in the city of Detroit in order to serve the larger community in such areas as education. This group of highly talented professional people then was brought in earlier in order to present a program to Focus: HOPE as a training program for trainers who would then train the women.

Fr. Cunningham

At this point ATTAC had put in some 227 hours on the survey and had completed training the women who would act as trainers. These women were to train the larger body of ladies, the 403 women, who were to be the comparative shoppers. Can you tell us where and when the training took place?

Mrs. Josaitis

The initial training for the trainers themselves took place at MCHRD located at 903 West Grand Blvd. It lasted from April 16 through April 19. Then on April 22, all 400 women met at UAW Hall Local 174. Twenty five to thirty women were assigned to each classroom with two trainers. Each training session lasted two hours a day for a period of three days.

Fr. Cunningham

So that in total the ladies had approximately six hours of training in classroom along with the film "The Poor Pay More," and the discussion following that. They had nine hours training in preparation for the survey. The first survey took place the very afternoon of the last training session. Was this a surprise to the ladies?

Mrs. Josaitis

Yes, it was. They were not aware that they were going to shop that afternoon. They had been instructed that we would not tell them beforehand when they were going to shop, but to come prepared.

Fr. Cunningham

There seemed to be kind of an air of mystery about all this. What was the reason for not telling the ladies in advance when they would shop and for not giving them all the surveys at once?

Mrs. Josaitis

We did not want the managers and food dealers or the chain stores or the independents to know when we were going to do this survey. This is why the women themselves did not have any idea what stores they were going to be assigned or the time or the day.

Fr. Cunningham

However, the stores did know generally that there was going to be a survey. It was announced through the news media. But they weren't given the time and the number of weeks over which the survey ran. The secrecy kept the survey comparatively honest. Would you mind going back for a moment to the survey itself. Surveys are very important tools. Unless a survey is well prepared, unless it is carefully scrutinized, it can easily prove what one assumes. What kind of proof can we give the public that the survey prepared by Focus: HOPE was properly validated? Were there professional people to help you prepare the survey?

Mrs. Josaitis

I would have to read the list of credits that include the ATTAC staff along with Mr. Gene Loren of the UAW. He was such a help to us because he had just completed a grocery survey in Los Angeles under the auspices of the United Auto Workers.

Fr. Cunningham

I'm very much aware that you are going to include the survey in the record, but would you mind telling us something about the discussion that insued during the preparation of this survey.

Mrs. Josaitis

We were trying to determine what both the Negro shopper and white shopper would buy. We would determine what quantity we would buy. We formed a list of what we would buy for a whole day. Meals - breakfast, lunch, dinner, and soap powder articles that we would buy. We included, for example, grits and rice. After making the initial draft of the survey we had Mr. Loren look at it and asked him to just punch holes in it.

Fr. Cunningham

Mr. Loren was a kind of a devil's advocate.

Mrs. Josaitis

Difficult, but very helpful.

Fr. Cunningham

Was Mr. Loren finally satisfied with the results of your survey?

Mrs. Josaitis

Yes, he was. But we had to be satisfied ourselves. So one of the things we did in drawing up the survey was to team ourselves for a trial, the staff at ATTAC and myself. We went out and did the survey. The first two surveys were to be conducted just by the individual, so half of the staff went out as individuals.

Fr. Cunningham

You had contemplated running three general surveys of groceries, two run individually, the last of the three done by a team of white and Black shoppers, inner city and suburban shoppers. So at this time in your preparation you made a prototype of your survey. You shopped the survey twice independently, and then the third time shopped the survey in teams. Who did you team up with Mrs. Josaitis?

Mrs. Josaitis

Margie Benson from ATTAC, who is one of the trainers.

Fr. Cunningham

And where did you two shop?

Mrs. Josaitis

It was a super market, a chain in Dearborn.

Fr. Cunningham

Dearborn for the record is an all white community. It has a reputation in these parts and across the USA as being a highly racist white community. Did you have any events in your shopping of the survey?

Mrs. Josaitis

We had decided that we would split the survey. She took the last two pages, I took the first two. We also agreed that we would ask the same questions. We separated when we came in the door. I asked, for example, if one of the stock boys would tell me where the cereal was, or different canned goods. She asked the same questions. The response that I got from the stock boy was very polite and courteous, and the answer that she received was not the same. We were treated differently, there was no question about it.

Fr. Cunningham

Mrs. Benson is a very attractive lady, and very well educated. The fact that she would be treated differently by personnel in the store would indicate that this was wholly on the basis of color. Is that right?

Mrs. Josaitis

This was our observation.

One of the things that we changed after doing this survey was just the way the survey was written; instead of putting the paper cross ways we changed and put it lengthways. It was

easier and it looked like it was a shopping list. I'll have to admit that I was nervous during the survey. I saw people watching me.

Fr. Cunningham

The survey looked so highly visible that it made you embarrassed, so you changed the format of the survey to more easily disguise it.

Mrs. Josaitis

We tried to make it as easy as possible.

Fr. Cunningham

Did you change any of the items on the list as a result of your survey?

Mrs. Josaitis

One of the things we did after the team came back was to check quantity and sizes so that we agreed on everything across the board. We did not change many items.

Fr. Cunningham

So that your test shopping of the survey indicated that you had done your homework well. Can you tell me any immediate problems for the ladies? You must have left a telephone number where they could call if they ran into troubles.

Mrs. Josaitis

A few of the problems that they ran into were that some of the ladies were asked to leave the stores. We had three telephone calls here at the office wanting to know what our credentials were and what we were doing in the stores.

Fr. Cunningham

Were the ladies instructed on how to talk to the super market managers or assistant managers?

Mrs. Josaitis

They were asked to try to get information if possible, but if

they were asked to leave, just to leave quietly and not to argue. And show them the top of the survey which had Focus: HOPE stamped on it, not to show them the survey.

Fr. Cunningham

They were members of the Focus: HOPE team which was known throughout the Archdiocese at this time. They were a part of a large education program conducted in all the parishes in the Archdiocese so that it was a well publicised organization. So the credentials of the ladies were clear. Would you say that generally the ladies were welcomed by the managers or tolerated by them?

Mrs. Josaitis

I would say tolerated. Many of them did not notice the women or could care less who we were. Some of them just followed us and then some of the women were asked to leave the store.

Fr. Cunningham

Were the ladies instructed to go to the manager and tell him what they were doing.

Mrs. Josaitis

No they were not. Just to go into the store and price the items and leave. They were instructed to go in without a hand-bag and without a coat if possible. This was a protection for the Negro.

Fr. Cunningham

There is a possibility in certain stores that a Negro lady could be accused of loitering because she was shopping a list?

Mrs. Josaitis

Yes. Many of the women themselves in doing the survey would buy for their own families at the same time. This made it easier for them.

SAMPLE SURVEY

INSTRUCTIONS FOR SURVEY PROCEDURES:

Shop at the store listed on this sheet *Monday, May 20, 1968*. Please complete the survey and return immediately in the self-addressed envelope that is included in your survey kit. Please make sure the envelope is sealed before mailing.

Thank you for your patience, help and cooperation.

Store Name _____

Store Address _____

Please check Economic condition of neighborhood store.

Above Average ____ Average ____ Below Average ____

Very Poor ____

Racial Description of Neighborhood

Black ____ Changing or Integrated ____ White ____

Team Mate:

Name _____

Address _____

Telephone _____

We need your help in a few continuing surveys. If you can help please sign below.

X _____

Address _____

Telephone _____

Available Transportation _____

Race _____

Eleanor Josaitis

Joan Boisvert

CONSUMER SURVEY
 FOCUS HOPE
 2701 W. Chicago Boulevard
 Detroit, Michigan 48206

Name of Researchers _____ Name of Store _____
 1. _____ Location of Store _____
 2. _____ Team# _____ Date & Time of Survey _____

		Brand Name and Cost	Brand Name and Cost	Store Brand and Cost	Other Sizes
BREAD, white	1 1/4 lb.	_____	_____	_____	_____
MEAT					
Hot Dogs packaged	per. lb.	Ball Park	Hygrade	_____	_____
Hot Dogs unpackaged	per. lb.	_____	_____	_____	_____
Hamburger packaged	per. lb.	_____	_____	_____	_____
Hamburger unpackaged	per. lb.	_____	_____	_____	_____
Bacon, sliced	per. lb.	_____	_____	_____	_____
Pork chops, center cut	per. lb.	_____	_____	_____	_____
Chuck Roast	per. lb.	_____	_____	_____	_____
Round Steak	per. lb.	_____	_____	_____	_____
Frying Chickens cut up	per. lb.	_____	_____	_____	_____
Frying Chickens, whole	per. lb.	_____	_____	_____	_____
FRESH FRUITS & VEGETABLES					
Apples, packed	per. lb.	Johnathan	Winesap	_____	_____
Apples, unpacked	per. lb.	_____	_____	_____	_____
Green Beans	per. lb.	_____	_____	_____	_____
Potatoes	per 10lb.	Mich.	Maine	Idaho	_____
Lettuce, small head	_____	_____	_____	_____	_____
Lettuce, large head	_____	_____	_____	_____	_____
POP					
Soft Drinks (cola)	per 12 oz. can	Pepsi	_____	Faygo	_____

Survey (con't)

		Brand Name and Cost	Brand Name and Cost	Store Brand and Cost	Other Sizes
DAIRY PRODUCTS					
Milk Homogenized	1/2 gal	_____	_____	_____	_____
Eggs Grade A Large White	1 doz.	_____	_____	_____	_____
Oleo Margarine	per. lb.	Imperial	Parkay	_____	_____
Cheese, American Process	per. lb.	Kraft	Velveta	_____	_____
DRY GOODS					
Flour	5 lb.	Pillsbury	Gold Medal	_____	_____
Sugar	5 lb.	Domino	_____	_____	_____
Corn Meal	per. lb.	Aunt Jem	Quakers	_____	_____
Grits	per. lb.	Aunt Jem	Quakers	_____	_____
Rice, long grain uncooked	per. lb.	Comet	Watermaid	_____	_____
Cereal, sugar coated	12 oz.	Post	Kellogg	_____	_____
Cereal, plain	12 oz.	Post	Kellogg	_____	_____
Shortening, hydrogenated	3 lb.	Crisco	Spry	_____	_____
HOUSEHOLD ITEMS					
Soap powder, giant	3 lb. 1 oz.	Tide	Oxydol	_____	_____
CANNED GOODS					
Orange Drink	46 oz. can	Hi-C	_____	_____	_____
Tomato Juice	46 oz. can	Libby's	Stokely's	_____	_____
Tomatoes, whole	14 1/2 oz.	Hunts	VanCamp	_____	_____
Corn, whole kernel	1 lb. 1 oz.	_____	_____	_____	_____
Pork & Beans	1 lb.	Campbell	VanCamp	_____	_____
Peaches, sliced	1 lb. 13 oz.	DelMonte	Hunt's	_____	_____
Catsup, tomato	1 lb. 4 oz.	DelMonte	Hunt's	_____	_____
Peanut Butter	1 lb. 2 oz. jar.	Peter Pan	Jiffy	_____	_____

		Brand Name and Cost	Brand Name and Cost	Store Brand and Cost	Other Sizes
CANNED GOODS (con't)					
Baby Food (meat)	4 oz.	<u>Gerber</u>	<u>Beechnut</u>	_____	_____
Baby Food (vegetable)	4 oz.	<u>Gerber</u>	<u>Beechnut</u>	_____	_____
Similac, with iron	13 oz.	_____	_____	_____	_____
Similac, without iron	13 oz.	_____	_____	_____	_____
Enfamil, with iron	13 oz.	_____	_____	_____	_____
Enfamil, without iron	13 oz.	_____	_____	_____	_____
Milk, evaporated	14 1/2 oz.	<u>Carnation</u>	<u>Pet</u>	_____	_____
COFFEE & TEA					
Coffee, regular	1 lb.	<u>Max</u>	<u>Chase</u>	_____	_____
Coffee, instant	6 oz.	<u>Max</u>	<u>Chase</u>	_____	_____
Tea Bags	pkg. 48	<u>Lipton</u>	<u>Salada</u>	_____	_____
FROZEN					
Frozen Orange Juice	6 oz. can	<u>Minutemaids</u>	<u>Tree Sweet</u>	_____	_____

Name of Researcher _____ Name of Store _____ Team # _____

Race	Excellent	Good	Fair	Poor
Available parking lot	_____	_____	_____	_____
Workability of Doors	_____	_____	_____	_____
Available Shopping Carts	_____	_____	_____	_____
Lighting	_____	_____	_____	_____
Conditions of Windows	_____	_____	_____	_____
Floors	_____	_____	_____	_____
Condition of Bins	_____	_____	_____	_____
Condition of Produce	_____	_____	_____	_____
Availability of "Sale Items"	_____	_____	_____	_____
Availability of Rain Checks	_____	_____	_____	_____
How many checkout counters?	How many? _____			
How many checkout counters open?	How many? _____			
Waiting Time	_____			
Availability of Personnel	_____	_____	_____	_____
Carry out service	_____	_____	_____	_____
Courtesy of Personnel	_____	_____	_____	_____
Hours store is open	Hours _____			
Footage of frozen food area	Estimated length and width _____			
Distance to next chain Super Market	_____			

Remarks:

STATISTICS - CONSUMERS SURVEY

108	CHAIN STORES IN DETROIT
<u>31</u>	INDEPENDENT STORES IN DETROIT
139	TOTAL STORES SURVEYED IN DETROIT

170	CHAIN STORES IN SUBURBS
<u>32</u>	INDEPENDENT STORES IN SUBURBS
202	STORES SURVEYED IN SUBURBS

341	TOTAL STORES SURVEYED IN DETROIT-SUBURBS
-----	--

253	SURVEYS IN DETROIT
<u>380</u>	SURVEYS IN SUBURBS
633	TOTAL COMPLETED SURVEYS

44	DIFFERENT ITEMS SURVEYED
620	BRANDS SURVEYED
403	VOLUNTEER SHOPPERS

GROCERY SURVEY ITEMS WITH NUMBER OF BRANDS FOUND FOR EACH ITEM

ITEMS	VARIETY OF BRANDS	ITEMS	VARIETY OF BRANDS
Bread	30	Pork & Beans	18
Hot Dogs Packaged	31	Peaches	25
Hot Dogs Un-packaged	14	Catsup	18
Bacon	44	Peanut Butter	19
Apples	7	Baby food (Meat)	3
Potatoes	8	Baby food (vegetables)	3
Milk	14	Similac (iron)	
Eggs	38	Similac (without Iron)	
Oleo	38	Enfamil (iron)	
Cheese	16	Enfamil (without iron)	
Flour	21	Milk (evaporated)	15
Sugar	10	Coffee (regular)	19
Corn Meal	3	Coffee (instant)	19
Grits	2	Tea	14
Rice	13	Orange juice (frozen)	23
Cereal (sugar)	5		
Cereal (plain)	7	Pork Chops	
Shortening	26	Chuck Roast	
Soap powder	19	Round Steak	
Orange Drink	15	Frying Chicken cut up	
Tomatoe juice	20	Frying Chicken whole	
Tomatoes (whole)	26	Soft Drinks	
Corn	26		
		Total Items	44
		Total Brands	620

TAPED INTERVIEW BETWEEN ELEANOR JOSAITIS
AND FR. CUNNINGHAM CONCERNING TEAM
SURVEY

Fr. Cunningham

The third survey of supermarkets was done by teams of women. Would you tell me something about that, how was that survey conducted?

Mrs. Josaitis

Yes, on the third survey the suburban woman came into the inner city early in the morning and picked up her teammate, and shopped the Negro woman's area first. They shopped the store that she would normally shop at. They stopped and had a cup of coffee, then both went immediately to the suburban area, shopped the suburban store, then stopped and had lunch at the suburban lady's home. They talked of many things other than grocery shopping - about politics and husbands and children, and a friendship developed between these women. I think that the suburban woman at this time sees that the people in the inner city do have a need, that it isn't convenient to go to a supermarket, that Blacks have to drive quite a distance and that the service is not the same by far. As Jerry mentioned, the shopping carts alone make it difficult to shop in the inner city. It's very frustrating for me to walk into a store and wait ten or fifteen minutes for a shopping cart, and then after I do my shopping, I have to stand in line perhaps forty five minutes in order to get through the check out. Then I find out when I get up to the check out that I cannot push my cart through, that I have to back everybody up in line while I empty my groceries and then push the cart back through the line again. I'm used to shopping in the suburban area and would not tolerate this. But it's because I'm not conditioned to it.

Fr. Cunningham

There may have been check out points physically present but the clerks were not there. What would the suburban woman do, what would you do in a situation like that?

Mrs. Josaitis

I would not stand in line nor would I wait that long. If it was the only store that was available to me I would go through the store and load up two carts with merchandise, pull them up to the check out counter and let them sit there. I would do it consistently until the policy of the store changed.

Fr. Cunningham

Do you feel that inner city women were that militant? And do you feel that their experience in this survey, in team shopping with the suburban women, might change their attitude toward the store? First discuss the conditioning of the inner city women.

Mrs. Josaitis

I think the inner city woman has been conditioned to the poor service and the lack of shopping carts. I think she would be very slow in making comments to the manager, any comment at all. First of all, she's subject to shop at this store, she doesn't have six or seven stores to drive to so she is just used to this and would think nothing of it or would not make any comment about it. I think one of the advantages of shopping in a suburban area is that she could see the difference and that the service was completely different in that the stores were new and modern. Suburbs have air conditioning and displays. I think this survey is going to make her more vocal. One of the things that I noticed in a Negro woman working with us was that she said this had been one of her greatest experiences. She's watching her prices more carefully than before, and is conscious of the service she is getting. She is going out of her way to drive a little bit further if need be to get the better service. She's becoming more aware of it. And it's the same with the suburban women. We have one woman who started working on the survey with us who said it was so interesting that she has come back week after week and followed the study through completion.

Fr. Cunningham

This reminds me of the woman you told me about, who during the course of the survey found a sale on chicken and found the price of the chicken in the refrigerator ten cents higher than the advertized sale. Do you want to relate that for us, please?

Mrs. Josaitis

This woman went into the supermarket and saw that the chicken advertized in the paper at 49¢ was marked 59¢, so she asked the butcher about it. He took her package of chicken and changed the price. She stood there and he wouldn't change the price on the rest of the chicken so she went up and stood at the check out counter and for two hours told any one that came through with chicken to go to the butcher and he'd change the price.

Fr. Cunningham

Was this a suburban lady?

Mrs. Josaitis

Yes. It was.

Fr. Cunningham

One of the criticisms you might get: do you think that you built a frustration in inner city women? Do you think that by showing them the outer city suburban experience and then by sending them back to their own stores that they are going to be more restless, that you're just aiding and abetting the social unrest we already have in our city. Do you see any possibility of progress?

Mrs. Josaitis

I think the women are coming back with a hope that if they stand together or make their demands known that they will be fulfilled.

Fr. Cunningham

Do you plan any action yourself beside the one you've already mentioned which is the use of a speaker's bureau or a movie? Having the ladies go throughout large areas of the city talking about their experiences seems to be a very effective way of

making the larger community aware of the differences in quality and store conditions. Do you have any other plans or any other suggestions?

Mrs. Josaitis

I would hope that we could negotiate with the food dealers association or the owners of these chain stores and perhaps explain some of the situations that we found. If we make it known or do enough complaining maybe they will change their policy.

Fr. Cunningham

I have been already assured that the situation seems somewhat hopeless as land and real estate seem to be awfully high in the city and larger chains demand a certain amount of space for a new supermarket. It doesn't seem to me that there is much opportunity for these people to come into areas of the city and build a store because of lack of room or expensive real estate.

Mrs. Josaitis

This might be, I can't argue that because if they want a lot that's 300 feet that's what they're going to stick by. But I can't understand why they can't take the smaller stores that are there now and fix them up with a coat of paint, change the freezers so that they are more efficient, bring out better or more beautiful displays and work with the store they have right there.

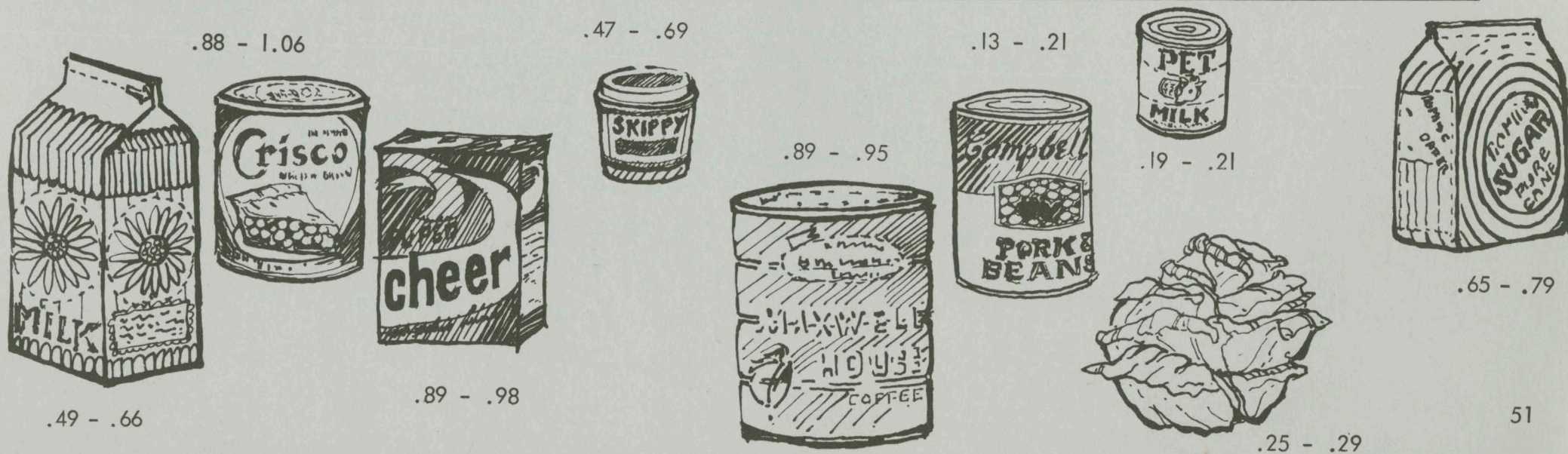


SURVEY RESULTS

SAMPLE SURVEY OF INNER CITY INDEPENDENT STORES

ITEMS PURCHASED	STORE A	STORE B	STORE C	STORE D	STORE E	STORE F	STORE G	STORE H
MILK, 1/2 gal.	.49	.54	.62	.57	.64	.59	.59	.66
CRISCO, 3#	.89	1.06	.99	.89	*	.99	.99	.88
SOAP POWDER, Blue Cheer (giant)	.89	.93	.89	.89	*	.89	.89	.98
PEANUT BUTTER, Skippy 12 oz.	.47	*	.53	.55	*	.69	.64	.55
PET MILK, 13 oz.	.19	.19	.19	.19	.21	.20	.20	.19
SUGAR, Domino 5 lbs.	.67	.65	.73	.67	.79	*	.69	.69
COFFEE, Maxwell House 1 lb.	.89	.89	.93	.93	.95	*	.89	.89
LETTUCE	.29	.29	.25	.25	*	.29	.29	.29
PORK & BEANS, Campbell's 16 oz.	.19	.21	.21	.18	.21	.13	.19	.19

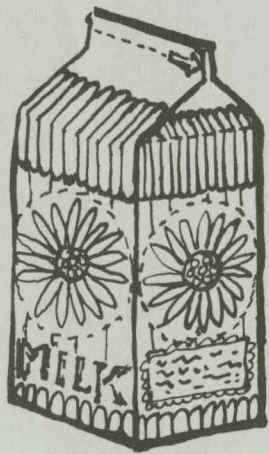
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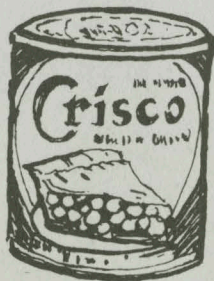
SAMPLE SURVEY OF INNER CITY CHAIN STORES

ITEMS PURCHASED	STORE A	STORE B	STORE C	STORE D	STORE E	STORE F	STORE G	STORE H	STORE I
MILK, 1/2 gal.	*	.53	.51	.51	.54	.51	.51	.51	.52
CRISCO, 3#	.74	.69	.77	.77	.75	.77	.73	.73	.73
SOAP POWDER, Blue Cheer (giant)	*	.68	*	*	.68	.68	.68	.68	.68
SOAP POWDER, Oxydol (giant)	.81	.79	.79	*	.78	*	*	*	*
PEANUT BUTTER, Skippy 12 oz.	*	.45	*	.39	*	.39	.38	.38	.39
PET MILK, 13 oz.	.16	.16	.17	*	.16	.16	.16	.16	.16
SUGAR, Domino 5 lbs.	.59	.59	*	.61	.56	.55	.57	.56	.58
COFFEE, Maxwell House 1 lb.	.72	.74	.75	.75	.69	.69	.69	.69	.69
LETTUCE	.29	.29	.27	.29	.19	.29	.19	.19	.28
PORK & BEANS, Campbells 16 oz.	.14	.14	*	.15	.19	.13	.13	.13	.13

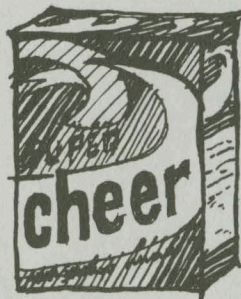
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.51 - .54



.69 - .77



.68



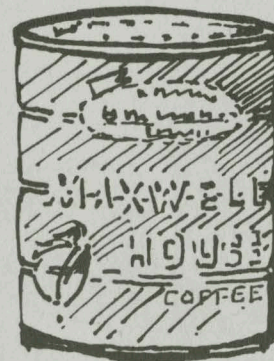
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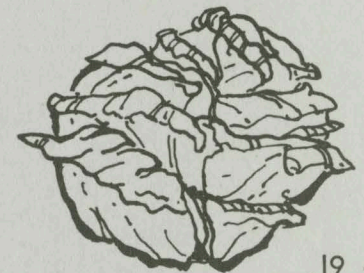
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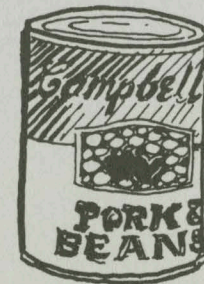
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.69 - .75



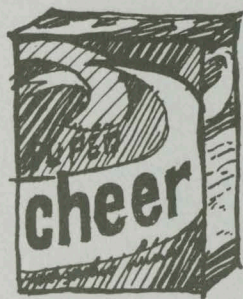
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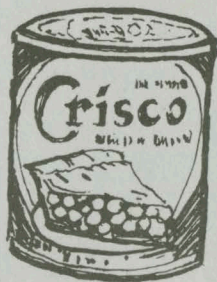
.13 - .19

SAMPLE SURVEY OF INNER CITY SMALL CORNER GROCERY STORES

ITEMS	STORE A	STORE B	STORE C	STORE D
CHEER, giant	\$1.05	.89	.99	.97
CRISCO, 3 #	1.05	.98	1.05	1.09
PET MILK, 13 oz.	.23	.19	.20	.22
SUGAR, 5 lbs.	.79	.75	.75	.76
MILK, 1/2 gal.	.71	.66	.59	.58
COFFEE, 1 lb.	1.00	.89	.99	.95
PORK & BEANS, 16 oz.	.26	.21	.29	.25
PEANUT BUTTER, skippy 12 oz.	.49	.55	.53	.48
TAX	.23	.21	.22	.22
TOTAL	\$5.81	\$5.33	\$5.61	\$5.52



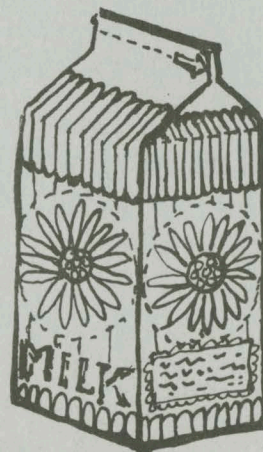
\$1.05 - .89



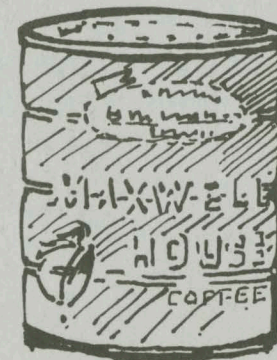
\$1.09 - .98



.79 - .75



.71 - .58



\$1.00 - .89



.55 - .48



.29 - .21

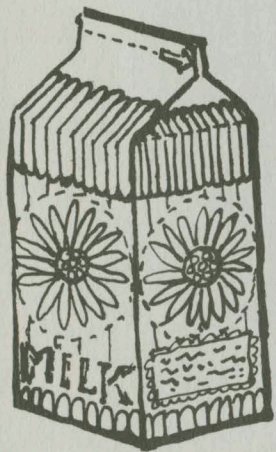


.23 - .19

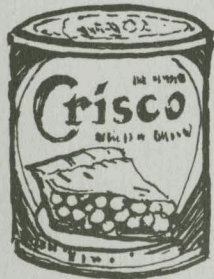
SAMPLE SURVEY OF SUBURBAN CHAIN AND INDEPENDENT STORES

ITEMS PURCHASED	FARMINGTON		LIVONIA		SOUTHFIELD			TAYLOR		TROY	
	CHAIN	INDEP.	CHAIN	INDEP.	CHAIN	CHAIN	INDEP.	CHAIN	INDEP.	CHAIN	INDEP.
MILK, 1/2 gal.	.51	.50	.51	.48	.53	.51	.51	.51	.53	.50	.51
CRISCO, 3#	.75	*	.77	*	.74	.75	.88	.77	.99	.69	.95
SOAP POWDER, Blue Cheer (giant)	.68	.79	.68	.69	.78	.68	.71	.68	.93	.69	.89
PEANUT BUTTER, Skippy 12 oz.	.39	.47	.39	.49	.47	.39	.47	.39	*	.39	.49
PET MILK, 13 oz.	.16	.20	.16	.16	.16	.16	4/69	.17	2/45	.16	2/39
SUGAR, Domino 5 lbs.	.57	.69	.55	.55	.59	.49	.63	.61	.75	.58	.69
COFFEE, Maxwell House 1 lb.	.69	.84	.69	.79	.69	.69	.77	.75	.89	.69	.89
LETTUCE	.25	.35	.29	*	.29	.19	.29	.29	.39	.25	.39
PORK & BEANS, Campbells 16 oz.	.13	.19	.13	.15	.14	.13	.17	.15	.22	.13	*

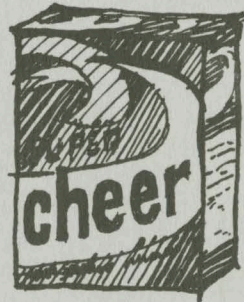
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.53 - .48



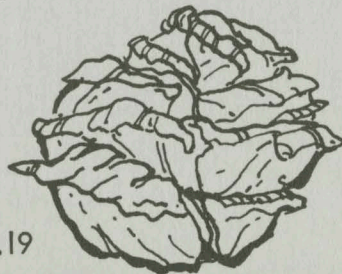
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.93 - .68



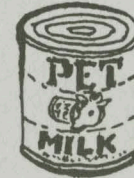
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.39 - .19



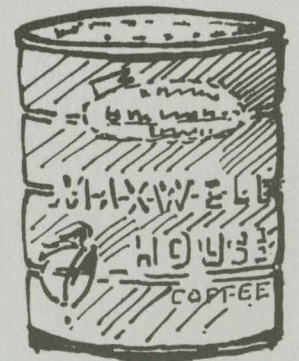
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.20 - .16



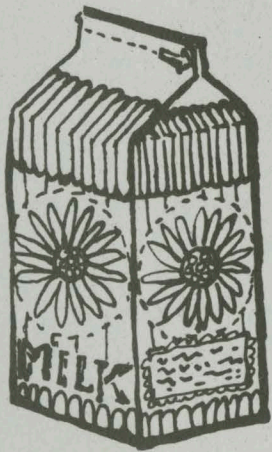
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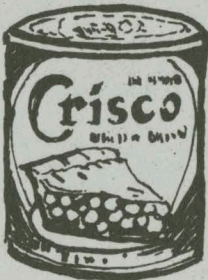
.89 - .69

PRICE COMPARISON

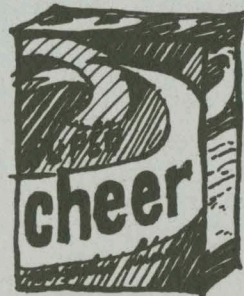
	Chain Stores Suburbs (price)	Independent Suburbs (price)	Independent Inner City (price)	Percentage of Inner City Independent Above Suburban Independent	Percentage of Inner City Independent Above Suburban Chain	Inner City Small Grocery or Corner Store (price)	Percentage of Inner City Small Grocery Above Suburban Chain
MILK, 1/2 gal.	.51	.52	.59	15%	16%	.64	25%
CRISCO, 3 lbs.	.74	.94	.96	2%	23%	1.04	41%
CHEER, giant	.70	.80	.92	15%	30%	.98	40%
SKIPPY, 12 oz.	.40	.48	.56	17%	40%	.51	28%
PET MILK, 13 oz.	.16	.19	.20	5%	25%	.21	31%
SUGAR, 5 lbs.	.57	.66	.70	6%	23%	.76	33%
COFFEE, 1 lb.	.70	.84	.91	8%	30%	.94	34%
LETTUCE	.26	.36	.28	(22%)	8%	-	-
PORK AND BEANS, 16 oz.	.14	.18	.19	6%	36%	.25	79%



.64 - .51



\$1.04 - .74



.98 - .70



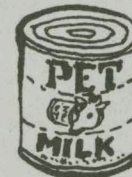
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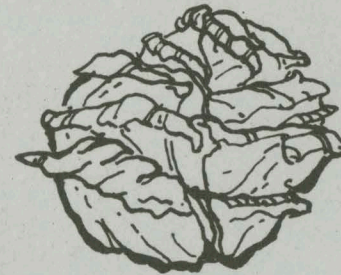
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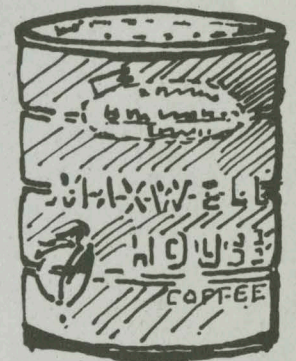
.76 - .57



.21 - .16



.36 - .26



.94 - .70



GROCERY SURVEY FACTS

Discrimination in service is the most harmful single factor in determining why the poor pay more. Since there is a measureable difference in chain store prices as well as the prices of independent grocers when competitive chains are located nearby, the frequency of chain stores to a specific population is very important.

When chains are absent, the corner grocery store becomes the predominant source of volume shopping for many in the very poor communities. This kind of corner grocery, almost non-competitive, charges upwards of 30% more than a chain for such staples as milk, peanut butter, eggs, and shortening. As an example, when milk sells at the chain stores for 50 - 52 cents a half gallon, the corner grocer without chain competition or a large independent in the vicinity will charge 71 - 73 cents for a half gallon of milk. Crisco at 69 - 73 cents for a 3 pound can in the supermarkets, sells for \$1.00 - \$1.10.

It is critical, therefore, to provide all communities with adequate large stores and chain facilities that are modern and competitive. Inner and central city chain stores tend to be much older than their suburban sisters, consequently much smaller and often half the size. Smaller stores offer less service, less variety, less super economy sizes. When store size is computed with availability, the white suburbs could be said to have 500% more chain service than the very poor or low income blacks.

Big Chain policy acknowledges these discriminations, but excuses them by stating that the poor and low income Black buy 30% less groceries than the white suburbanites. Undoubtedly, the major chains reach this conclusion on the basis of store volume, coupled with the myth about blacks and their buying attitudes.

Mr. Herman Smith, Jet Food Corporation President, and a nationally acknowledged authority on the grocery habits of Negroes, claims that Black people in our large cities spend more for food consumed in the home than do suburban whites. He explains that Blacks eat out less, and are less fastidious about diets because a larger percentage of Blacks work manually. Mr. Smith estimated that Negroes spend 12% more for groceries than do whites. Yet major chain management maintains a myth, based on store volume, that whites in suburbia buy more groceries than Blacks in the city.

Tape interviews with inner city Black women demonstrated that a majority of them shopped outside their neighborhood when possible, and preferably in the suburbs. Many of those interviewed named a particular chain store nearby, and stated that they never or rarely shopped there because of the personnel, or the poor produce, or bad meats, or the condition of the store, but they shopped in the same chain in the suburbs near where they worked. *

Such practice indicated why inner chain stores are losing volume. When they can, inner city women shop the suburbs for their weekly major grocery supply. A major recommendation of the Hope survey is the erection of high quality supermarkets, and the renovation of existing structures and equipment.

* Do the Poor Pay More?, 1967, an excellent study by Charles S. Goodman, Professor of Marketing, University of Pennsylvania, concludes from a limited sampling that "the poor do not pay more because they shop at competitive stores, going outside their residence area to do so if necessary."

comments. . . .

COMMENTS OF LADY SURVEYORS

CHAIN STORE - CITY

Shopping carts very bad condition. Not many carts. Shelves poorly stocked. Very little meat out. Hamburger very fatty.

Prices are very hard to read.

The store has an odor. There was a guard on duty in the store.

Entrance is usually filled with unopened stock. Basket carts can not go beyond check-out counters, so large orders must have a guard to watch until car is brought, or a carry-out usually requires a tip for a repeat service. Milk is never marked. Meat counter showed fresh meat--good appearance but no price in evidence. Floors were clean but badly in need of repair.

I entered store and did not find one available cart. Customers had to follow others to the lot to get a cart. The personnel was helpful and courteous.

Poor price listing. Meat counter stunk; chicken not very fresh. Lots of open packages and bent cans. Shelves need improvement.

Meat counter messy. Flour, sugar and butter bins very messy (many broken bags). Broken eggs in bottom of bin and, as a result, store had a very bad odor. Asked the clerk and she said she couldn't smell it because of length of time spent in the store.

Aisles narrow and cluttered with stock boxes.

Had to wait 40 minutes for a cart.

Market in very poor condition. Very dirty, also odor. Shelves not neat. Meat counter and meats rotten. The employer fairly clean. Store should be closed.

Very few brands to choose from. Shelves poorly stocked. Price of vegetables and fruit higher than other stores. Amount of frozen foods small. Frozen and fresh fish dry and old. Too much fat on fresh meats. Bacon too fat and not well cured. Smoked ham soaked in water. Only one automatic door at entrance.

Orange juice cans were not marked nor were apples, potatoes. Had to ask Manager. He then asked what I was doing. Exit door started to close before one was completely out.

This small store really was in very poor condition. I had the occasion to shop there some 8-10 years ago and it sure is in poor condition comparatively. Needs repairs and renovation in all areas. The management is operated by white courteous personnel.

The stock boy wouldn't help you look for items--very poor selection.

This store is never really clean. Cleaned once every five years. Empty boxes stacked in aisles; dented cans; hardly any carts. The manager is helpful and courteous. Shelves were not stocked.

The management and employes at this store are always pleasant and cooperative.

CHAIN STORE - CITY

The assistant manager who is white approached Mrs. H. who is Black and asked her in a rather rude way what she was doing there. She told him and he walked away. The manager, who is Black, then approached both of us and asked us the same thing. He was very polite and said he had not heard about our project and was glad to be educated about it. He wished us luck. Mrs. Gates was the only white woman in the store. Several shoppers looked strangely at the two of us together and getting into the car together.

Shopping carts not available.

Customers seemed more curious than personnel. Store was crowded and dirty. Produce fair to poor. Items in freezer sticky to handle. Traffic pattern terrible. Recently remodeled.

All of the shopping carts were in the parking lot. Very few of the cans had prices on them; and the ones that did had two or three different prices.

There was no waiting at check-out as the business has dropped off lately, but on a busy day as Saturday you have to wait sometimes half an hour. Shopping carts are plentiful in store to shop but cannot be taken past the check-out counter. Only two carts to carry groceries to parking lot and car.

I was stopped by manager on three occasions. He asked what I was doing, who I was, and who I was representing. After I showed him the heading of the survey, he was very helpful; wanted to know if other stores were being surveyed. Another manager asked if he could help--wanted to see the survey. Alerted staff in produce and general stock.

Manager's approach was in a sneaky manner, impressed me as being doubtful of my reply, asked a few questions, remarked that the store was neither inner city nor suburban. The express line extended halfway towards the rear, progressed slowly, no stock boys. I observed potential customers trailing departing customers in order to obtain a basket.

Poor selection and quality of meats, poor selection of produce, quality okay. Poorly marked prices, lack of brand names.

Stock on shelves looked low; no boys available. No carts available. Frozen food case very messy. Package broken-open merchandise not priced.

There was a parking lot but there were no signs indicating this was the store's lot. The store on the whole was filthy. The employees were very uncooperative and didn't know the prices of a lot of articles. There is no carry-out service and there are no baskets to use to bring your groceries to your car. Most articles had more than one price on them and no end to bent cans, especially the canned tomatoes and Pet Milk because I had a reason to examine those. The fruit is very expensive and very poor. The cashier was very nice but that is the only good thing I can say for the store.

Shelves poorly stocked; quite a few dented cans. Lack of name brands. Prices not marked on goods but only marked on signs in front of goods. Cartons of goods in almost all aisles. Minimal selection of goods.

Will not cash Chrysler pay checks to pay for food.

Took me two hours and thirty minutes including check out time.

CHAIN STORE - SUBURBS

Everything was in apple pie order. Manager was very nice. He wanted to know if he could help. One of the clerks had pointed me out. He suggested I should have let my presence be known. Everything was Ok. So I continued.

When I brought differences in prices on formula to the manager's attention he blamed incompetent help.

Aisles were wider not cluttered--store is about two years old. Everything in top condition.

I found the store large and well spaced. There was no evidence of crowding condition. However, prices were not well marked and were hard to find. Some damaged cans were on shelves. There are racks for damaged goods and day old baking goods.

The area is almost oversaturated with shopping centers, food chains and independent stores. No evidence of any of the problems existing in the inner city.

The inner city woman (Black) that we shopped with was very aware of prices. If all inner city women were as sophisticated shoppers the problem of higher prices in these stores would be solved in short order. This woman does much of her shopping in the suburbs where she works, because prices there are cheaper. As far as the store goes, we found prices and conditions much the same. Possibly there was more of a selection in the suburban store. The store on E. Grand looked good but not as many cuts were in the case. After making the above statement (that prices were relatively the same in the two stores) I compared the two before putting them in their separate envelopes and mailing. To my surprise, items were cheaper in the suburbs.

Bought a Borden Cream Cheese on sale, large package 19¢, got it home, it was moldy on end. Bought a special corn flakes, was charged regular price by mistake--cheerfully corrected.

Shopped for one hour and fifteen minutes. Was observed but not stopped--wow--what an experience.

No one approached us in the store although we did get several unpleasant looks from the personnel. I happened to overhear one of the personnel say "I think there's two of them checking." But that was all. The experience was an interesting one. Again, Mrs. Hamell was the only Black woman in the store and several shoppers looked strangely at the circumstance of a Black woman and a white woman shopping and leaving together.

A very nice store, friendly, beautiful location, not all merchandise was marked but it was early for the produce.

Mrs. Royal, although a stranger to the area, was allowed to cash a check for her groceries (personal). Many of the items were unmarked, and some of items which they normally carried were filled in with another item to hide the deficiency. The store was neat in most respects and the personnel were friendly and helpful.

I found the survey very interesting. The personnel were very cooperative.

Store overall gave appearance of being heavily stocked, with plenty of personnel but not neat and clean. Condition of floors makes me glad that I do not have to shop there. Store aisles are narrow and cluttered with extra displays. Corners are piled extremely high making maneuvers of baskets hard.

INDEPENDENT STORE - CITY

Meats sale price not indicated. Example: round steak 89¢ a lb. sale; on package indicated at 99¢ a lb. Floor was dirty. Sale prices not stamped on cans.

Personnel extremely cooperative. Customers and salesman requested reason from me on who was conducting the survey. As I walked out, the manager said I think it's rather hopeless. Good luck, you'll need it.

Lady at counter was rude when asking what we were doing. Majority of prices weren't marked, either on the article or in front.

He has very good service for a small market. He and his wife operate the market together and I think they do a wonderful job. His prices are also very reasonable for a small market.

The prices are not marked on any of the items.

Milk was not priced and employes didn't know the price. Large percent of customers are Negro.

Personnel very cooperative. Delivery service very good. Management stated their main loss is shop-lifting by adults. They only lost 15 carts in the last year.

INDEPENDENT STORE - SUBURBS

This store appeared to me to be a good example of a small type supermarket. For what it is intended to be I could find little criticism. The help seemed helpful and honest -- my only complaint was that the prices were not marked on a small percentage of the merchandise.

No prices marked on shelf edge. Several items no price mark. Courteous pleasant service. Caters to wealthy area. Offers free, good delivery. Carries expensive brands, some gourmet food. Fine fresh meat.

Owner inquired as to the nature of my business--I explained and he felt it was a very good survey.

On the first trip to the store the manager was very rude and asked me to leave. This time, he was courteous. The manager is very nasty to the children that come in shopping.

Store was not crowded--a private bakery just inside entrance. There is not a wide range choice of brands and the chief irritation was being unable to find the prices. Much stock had no mark and I had to examine everything on all sides. Store brands were marked on bottom of can. Many cans were dented. Saw no inspection marks on any package meats. Most shoppers were white middle-age. People living in Lakeside Housing Project & Crystall Beach Area--off Orchard Lake Road shop here (ADC Mothers) Welfare.



Grocers Sabah Najor . . .



. . . Sam Khamo . . .



. . . and Joseph Dabish

...and the grocers tell their side

By **RICHARD A. RYAN**

Detroit News Staff Writer

Inner city residents pay more for their groceries than suburbanites, often as much as 20 percent.

A recent survey conducted by the Catholic Archdiocese of Detroit and published Thursday in *The Detroit News* says so.

So does Sabah Najor, an inner city grocer.

"Sure I have to charge more than a chain store in the suburbs," Najor, owner of the Lucky Strike Super Market, 8410 Woodward, frankly admits.

"BUT MY OVERHEAD, risks and losses are a helluva lot more than anybody's in the suburbs. Even with my higher prices, I make less profit than they do."

Najor knows he charges higher prices to the people who can least afford to pay them. But he insists he has absolutely no other recourse.

He ticks off several reasons for the higher rates — insurance, pilferage, bad checks, need for additional employees including private guards,

and the fact that his wholesaler charges him more money for the same products than he does a suburban store owner.

"YOU KNOW," he said, "after the riots my insurance was cancelled. Just cancelled. I didn't have any looting, burning or window breaking. But my insurance company cut off my insurance."

Najor said that he finally succeeded in having his insurance reinstated but he was one of the fortunate few.

"There are many store owners in the area who are not able to get insurance at all or if they do have it they are paying triple or quadruple the rates they did before the riots."

ANOTHER MAJOR REASON for the higher price range, Najor said, is the high number of thefts suffered by his store.

"One out of every 10 customers we get in this store tries to walk out with something," he said. "We know for a fact that some of the people we see in here all the time are thieves."

"Our customers may see a shoplifter but they

turn away and don't tell anyone. They don't want to get involved. They're afraid the thief might be carrying a gun or a switchblade.

"BUT IN THE SUBURBS they don't have that problem. If someone in a store there sees someone shoplifting they tell the manager about it. People in the suburbs want to get involved."

Shopping carts, too, are a major attraction for thieves.

"Since 1956 we have averaged 100 shopping carts stolen a year," he said. "Those carts cost us \$45 each. And when the police do recover a cart for us, we have to pay \$5 to get it back." (The \$5 recovery fee is required by city ordinance.)

NAJOR PULLED OUT a stack of checks from his desk drawer.

"Look at these," he said. "All bad checks. We can't collect on them. In the suburbs if a store gets a check back they can go to the person's home and collect the money. In the suburbs most people are buying their own homes.

(Concluded on Page 12H)

... and the grocers tell their side

Continued from Page 1H

"But in this area, people are moving from day to day. When we get a bad check we can't track them down. They're gone and we've lost the money."

Najor takes photographs of every person for whom he cashes a check. The photo, which costs him 25 cents each, also lists the person's name and address.

"EVEN WITH these photographs," he said, "police are unable to locate the person who cashes a bad check. I'm stuck with the loss."

Najor stressed that another reason he has to charge his

customers higher prices is that his wholesalers charge him higher prices.

As an example, he said that he pays 42.88 cents for a half gallon of milk from his milk supplier.

"THE SAME company sells that same half-gallon of milk to suburban stores for 40.88 cents a gallon," he said. "How can I compete against that?"

He said similar price differentials also apply to canned goods.

Wholesalers charge the higher rate because they are reluctant to make deliveries into the inner city, he said.

"THEY WON'T make de-

liveries during the early morning or at night when it is dark," he said. "They'll only come during the daytime. They're afraid to come out here and I don't really blame them."

"But show me a suburban store that has this kind of problems."

Najor said another expense is the hiring of private guards to watch his store.

"I have to have a policeman here all day long. And that costs me a lot of money."

ANOTHER inner city grocer who admits he charges higher rates is Sam Khamo, stock manager of the Trade N Save Super Market, at 14th and

McGraw.

"I have to get two or three cents more on canned goods than the big chains," Khamo said, "because we buy our foods by the caseload while the big stores buy them by the carload."

Khamo said that he has no insurance and as a result has to employ private guards 24 hours a day.

"AFTER THE assassinations of Dr. Martin Luther King and Bobby Kennedy," he said, "I had to pay \$700 a week for private guards. I've got to get that money back somehow."

An example of the higher prices charged by Najor and Khamo is the cost of a 6½-

ounce can of chunk style Chicken of the Sea tuna fish.

Both stores yesterday were featuring it at 3 cans for \$1.00. Normally it is 35 to 39 cents. The same can sells at a Bi-Lo Super Market in Dearborn Heights for 27 cents.

JOSEPH DABISH is the manager of a small supermarket on Oakland, north of Grand Boulevard.

When interviewed he insisted that his prices were competitive with any big chain.

"We don't charge higher prices," he said. "We want our customers to come back."

His chunk style tuna fish sold for 45 cents a can.

4-B Thursday, Sept. 5, '68 DETROIT FREE PRESS

Risks Are Higher Than in Suburbs, Say Stores

Shoppers in Inner City Do Pay More -- And Here's Why

BY MARY ANN WESTON
Free Press Staff Writer

Why does it cost more, generally, to shop in the Inner City than in the suburbs?

Ed Deeb, executive director of the Associated Food Dealers of Greater Detroit Inc., admits that some Inner City groceries charge more than those in the suburbs, but he insists there are ample reasons.

Among them: Astronomical insurance rates and losses from thefts, break-ins and bad checks.

Spokesmen for large grocery and drug-store chains, which have stores in both the Inner City and the suburbs, contend that all their stores follow the same price policies.

The only exception, according to a drug-chain spokesman, is that occasionally prices are cut to keep up with the competition.

SHOPPING teams which conducted the Detroit Archdiocese consumer survey found, however, that chain supermarkets charge more in their Inner City stores than they do in the suburbs. And they found that drug prices can vary sharply in stores within the same chain, depending on where those stores are.

Deeb, who wrote Mayor Cavanagh in May saying that food dealers were deeply concerned about the consumer survey, admitted in his letter: "Prices may indeed be somewhat higher in the center or

core city area."

He urged that those taking the survey to learn about grocers' problems before they criticize their prices.

SOME of those problems, he said, are:

- Higher insurance rates in Inner City "high risk" areas. Deeb said that to get insurance at all, an Inner City merchant often must pay 400 to 500 percent more than he would in the suburbs.

- Greater losses from pilferage. Deeb doesn't have figures, but he said he was sure more merchandise was pocketed in the Inner City than in the suburbs.

A spokesman for a supermarket chain agreed, but he offered no statistics either.

- More losses from break-ins and thefts, including theft of shopping carts, which cost about \$35 each.

The loss of too many carts can shove a small grocer into the red.

Many markets have erected barriers to try to stem the flow of carts from the stores.

At some Famer Jack stores, poles are placed in the payment around the doors. They are too close together for a customer to push a cart through.

At some Packer supermarkets, the check-out aisles are too narrow for a cart to go through.

AS FOR other thefts, Deeb said the robberies, break-ins and stealing from groceries in Detroit had increased sharp-

ly in the past few years. He did not have comparable figures for the suburbs.

Deeb said that all grocers—both the small independent ones and the giant supermarket chains—operated on profit margins of about one to 1.5 percent, making it difficult for them to absorb theft losses.

Representatives of the drug and grocery chains contended that in some cases it cost them less to do business in the Inner City than in the suburbs. . . . P.....

Rent was one factor. It costs less—sometimes a lot less—to rent a store in the Inner City than in a fast-developing suburb.

The big chains regard competition as a key factor in

their policy-making.

A REPRESENTATIVE of a drug-store chain, for example, said that his company uses the basic pricing schedule in all stores—except in a competitive situation.

"It is a competitive market," he said.

If a customer shows a pharmacist that he can get the same prescription cheaper at another store, that pharmacist might lower his price in an isolated case in order to keep the customer, explained a drug chain spokesman.

This, he said, was probably why two shoppers from the consumer survey paid different prices for the same prescription in the same store. One argued about the price, the other didn't.

As We See It

Self-Help and Study Can Cut Food Costs

IT IS PLAIN to those who buy groceries in the Inner City that the shopping habits of the people who live there leave much to be desired. And the places where they shop are not always great.

A lot of Detroiters, however, do not live in the Inner City, and the report of the Catholic Archdiocese of Detroit to New Detroit Inc., showing the need for consumer education and better shopping facilities, comes as a shocker.

There are few supermarkets in the Inner City. Supermarkets require a lot of space, both for display of goods and for parking. Better profits can perhaps be made elsewhere.

Further, the corner stores offer strenuous competition. People are used to them. They can get credit in many of them, which is sometimes vital. They are within walking distance of their customers' homes, and many of their customers do not have cars.

And although their prices are necessarily higher for the personal service they render, it is possible to make out pretty well if you shop carefully.

But a large proportion of the Inner City customers of both the supers and the corner stores don't pay attention. People normally prefer name brands, although the quality of lesser-known labels is competitive.

They are not careful about what's in season, and therefore what is usually the best buy.

The archdiocese report didn't go into it much, but the Inner City shoppers often don't pay attention to proper diet and are inclined to load up on carbohydrates—potatoes, bread, grits, corn, beans and macaroni; and fats—pork chops, salt pork.

Their financial and dietary problems are further compounded by the common practice of sending children down to the store

of an evening to fetch home a bag of stuff for dinner.

This isn't from laziness. Many of the Inner City mothers are supporting children without a father, and after a day of hard work they are in no mood to cope with the store. Where both parents are at home it is still doubtful if they are able to make sound judgments of price, quality and dietic desirability.

A freezer is a rare household appliance in much of the Inner City. Some families don't have refrigerators at all, and are forced to buy on a day-to-day basis, which again raises the cost.

It is not uncommon for Inner City families to spend 40 percent of their cash income on food. Wise spending would do much to get them out of what an archdiocese spokesman referred to as "indenture" to their stores.

There are some things which can be done

by the present authorities to make shopping better in the Inner City. The health department can do something about meat which was found to have a high bacterial count . . . in other words, on the way to spoilage.

It might do well to spot-check stores on a slow afternoon and find out who is saving a little money by turning off the coolers.

The drive to more uniform packaging will make it easier to pick out the best buys. Even a trained accountant has trouble now figuring out whether one can of peas is a better buy than another.

The bigger problems, however, are teaching people to make their dollars stretch and to eat a more balanced diet.

We are teaching people how to read, write and figure. We are teaching people how to qualify for jobs, and where to look for them.

We can also teach them how to eat better and spend less.

Detroit Free Press

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6-A

FRIDAY, SEPTEMBER, 6, 1968

The Inner City Poor Found to Pay More For Food Than Others

* * *

Detroit Area Study Discloses
Suburban Prices Cheaper;
Drug Costs Vary Even More

By a WALL STREET JOURNAL Staff Reporter

DETROIT—Is it true that poor people pay much more for basic necessities than the more prosperous?

Yes, according to a massive comparison-shopping survey of food stores and pharmacies made here. Its findings indicate that people living in poor, inner city areas pay an average of 5% more at chain food stores than do suburbanites. When it comes to independent food stores—which are more prevalent in the inner city area than supermarkets—they pay 20% more than they would if they shopped at an independently owned food store in the suburbs.

The survey also found that on drug prescriptions the disparities between inner city prices and those in outlying areas can be even greater, with inner city residents paying as much as three times what the suburbanite pays for the same product.

The survey is one of the most elaborate to be undertaken in any metropolitan area. Funded by the city's nonprofit New Detroit Committee and administered by the Catholic Archdiocese of Detroit, a group of 403 women, both black and white, spent two months in comparison-shopping. After special training given by a unit of Wayne State University they surveyed a

total of 543 food stores and 155 pharmacies in and around Detroit.

The release of the survey brought it under immediate fire from the food industry. Edward Deeb, executive director of the Associated Food Dealers of Greater Detroit, noted that his association had offered to help with the survey but had been spurned. He charged that the survey ignored factors that have a bearing on inner city food store operations and in that respect only "intended to arouse and alarm the community."

Among the survey findings, which were tabulated by computer, is a wide disparity in the prices being charged for the same items. It was found that a typical 18-item shopping list—including eggs, bread, milk, and other staples—cost an average \$10.81 in the middle-income suburb of Troy. In the inner city the same items cost an average of \$14.50.

A side finding of the study is that the wealthy also have to pay more. The same shopping basket of items purchased in Bloomfield Hills, a prestigious upper-income suburb north of Detroit, cost \$12.31.

Specific examples of higher prices in the inner city include charges of 72 cents for a half gallon of milk compared with common super-

market prices of 49 cents, according to the study. At independent inner city food stores people may be charged as much as 39 cents for a loaf of bread they could buy for 25 cents in a suburban supermarket.

At pharmacies the disparities were even more pronounced. A suburban drug chain, for example, charged \$1.72 for a bottle of prescription tranquilizers. At an inner city drug store, survey shoppers were charged \$6 for identical pills.

A spokesman for the food dealers conceded that inner city merchants charge somewhat higher prices. But he also noted that costs were higher. Insurance rates "are often 400% to 500% higher than in suburban areas, pilfering is greater and the threat of robbery is constantly present," he said.

A seminarian who headed the survey said that "even if they (inner city food stores) were paying more it wouldn't justify this kind of increment in price."

The study carries recommendations that a massive consumer education program for the poor be launched immediately, asks for the establishment of pharmacy co-ops in "very poor and poor black areas," and calls for negotiations with major food chains to build new and renovate old stores in the inner city.

store conditions

How do the poor pay more? In actual price - yes. But even if the price were the same, the poor pay more. An inner city Black lady might buy steak at the same price as a suburban white woman, she might buy the steak in the same chain - same price, same company, and yet the Black shopper likely will pay more, because her steak is not as fresh, because her steak is not trimmed as well.

The answer as to how the poor pay more is dramatic, and it has little to do with price. The steak which is 95% edible in a suburban chain may be only 85% edible in the same chain in the city. Freshness of meats, condition of canned goods and produce, availability of services, courtesy of personnel, cleanliness of floors, pleasantness of decor - all are ways in which the poor and the Black pay more than the white suburbanite.

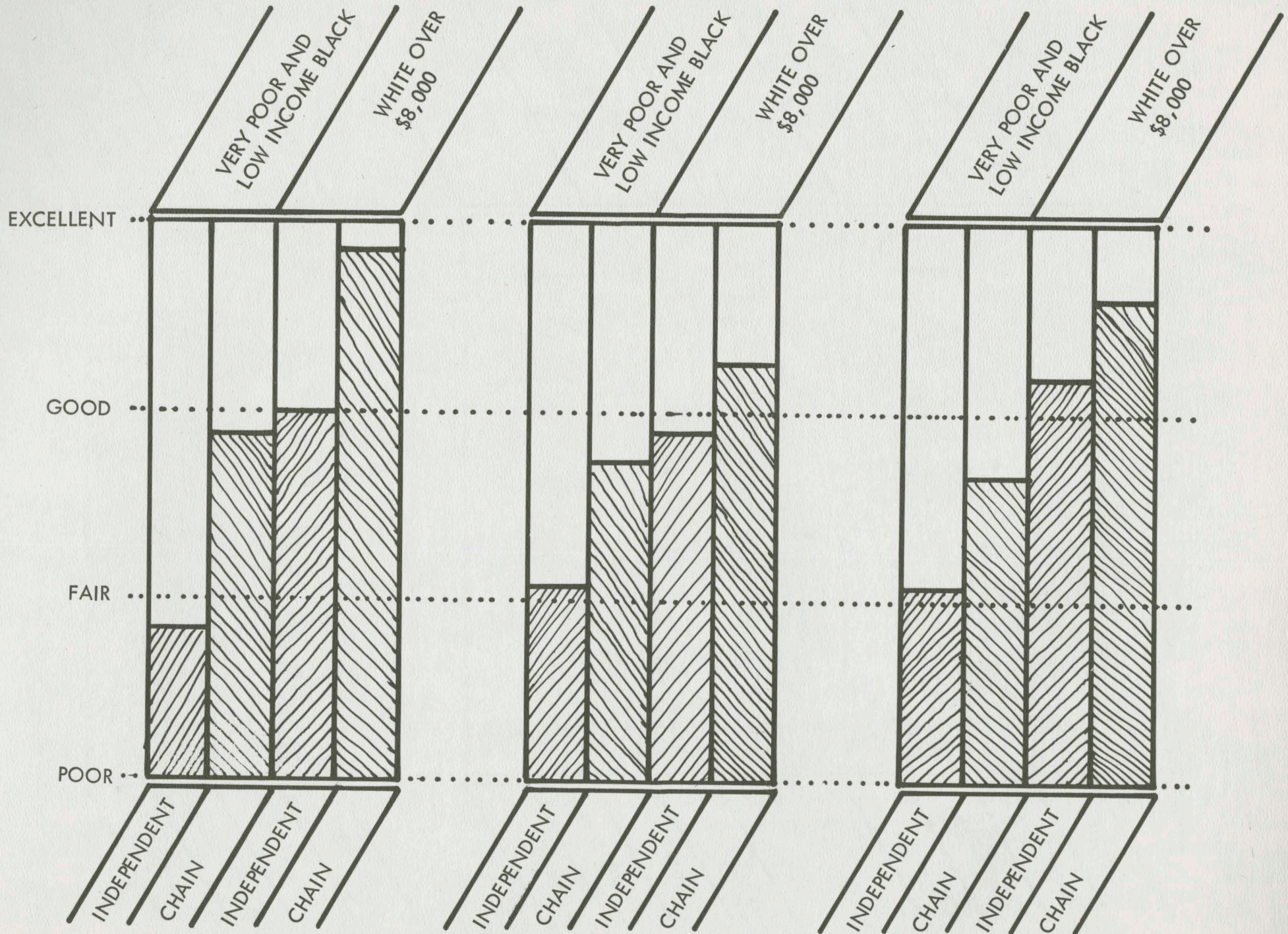
The following graphs compare quality of produce, store conditions and service between city and suburban stores. These evaluations represent the accumulated estimates of our 403 surveyors over the three shopping experiences. Elsewhere in this study we have included some of the shopper's comments.

Most rewarding in this section of the survey were the team comments. In the third investigation of chains and large independents Black ladies from the city and white ladies from the suburbs teamed up to shop on one day both a suburban and an inner city store. In almost every category of the critique, the city store fell a full degree below suburban stores.

PARKING

CARTS

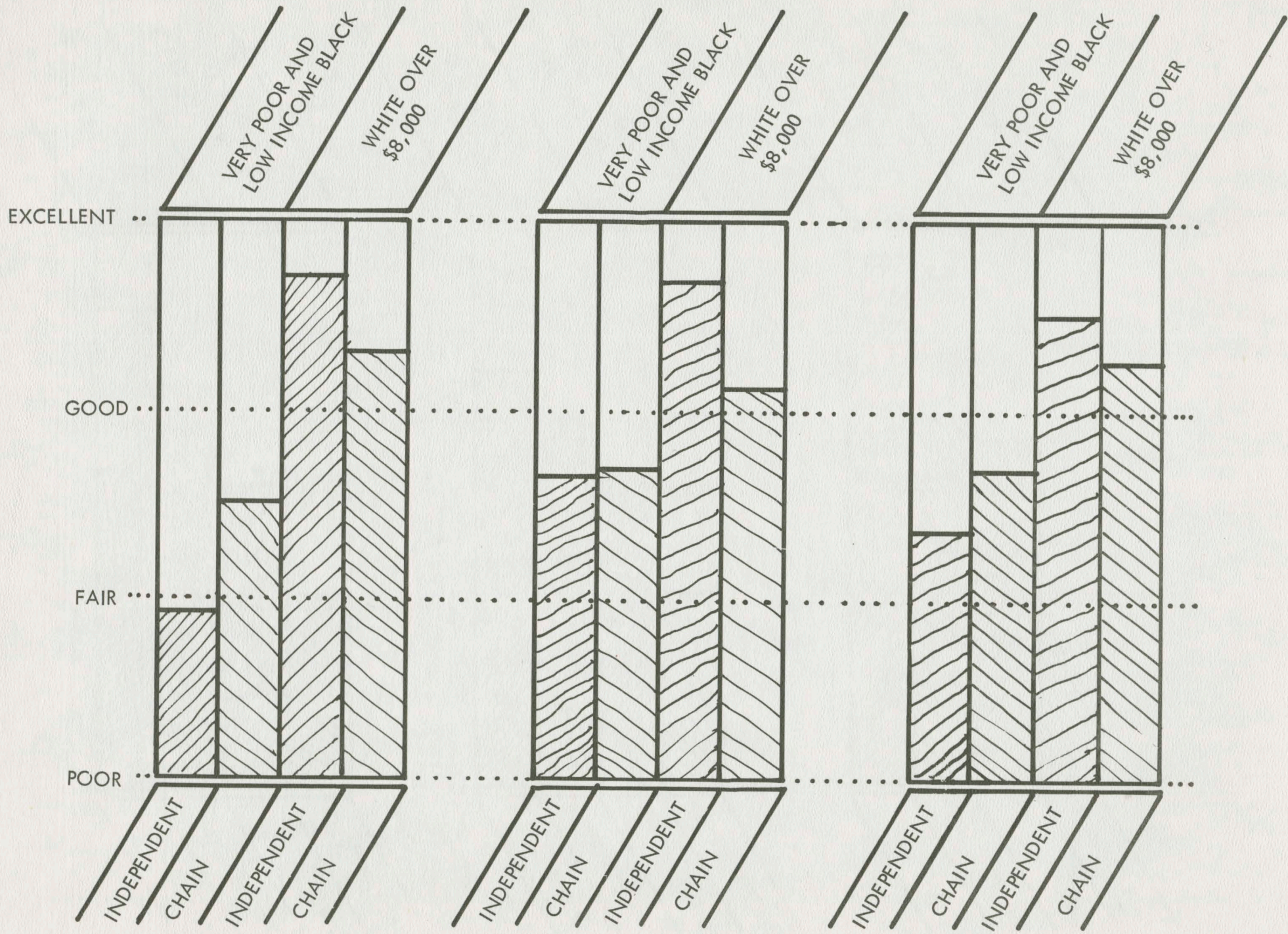
WINDOWS



FLOORS

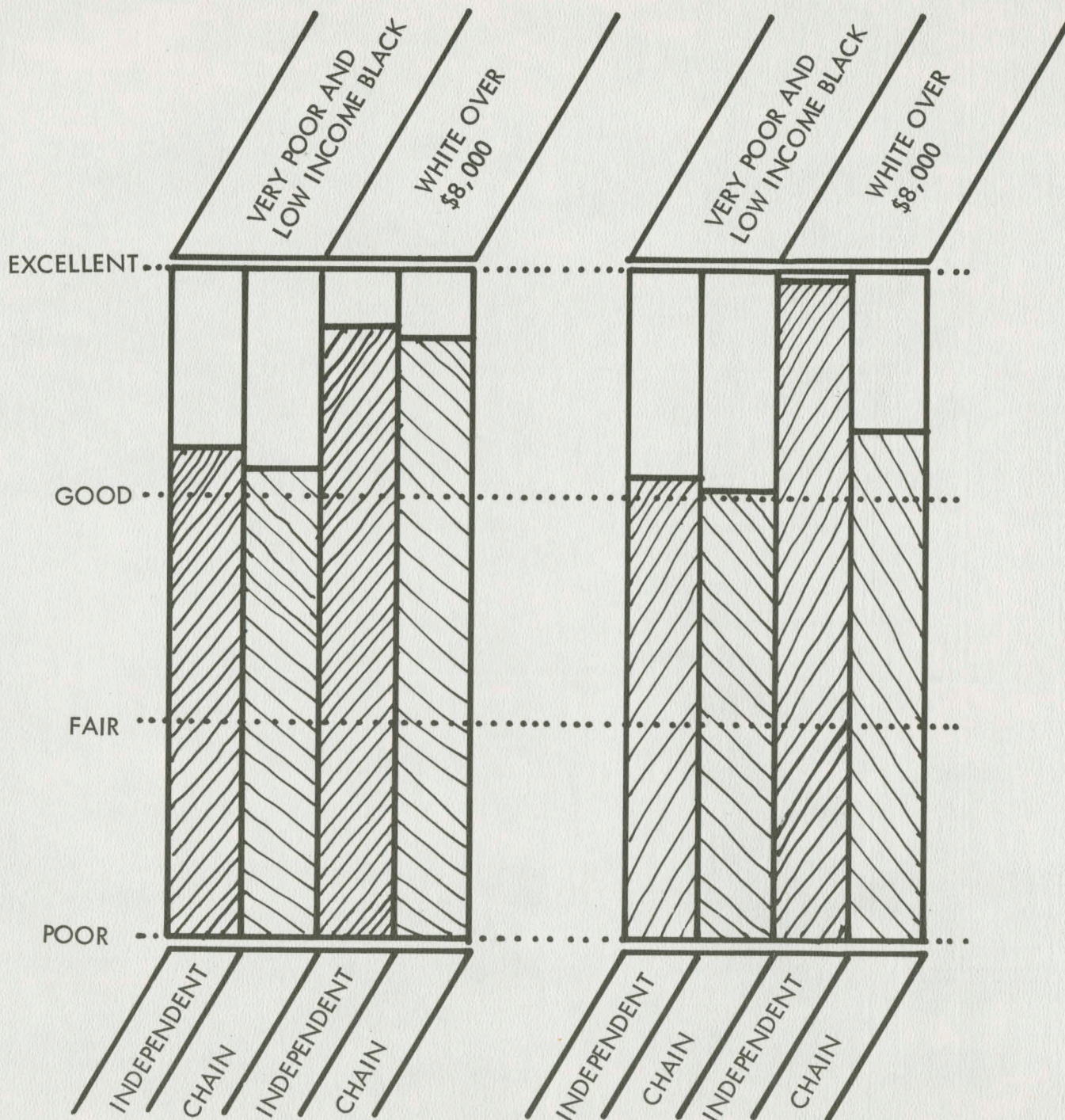
PRODUCE

BINS



SALE ITEMS

COURTESY





Suburban Chains



City Chain

Suburban Independent

City Independent





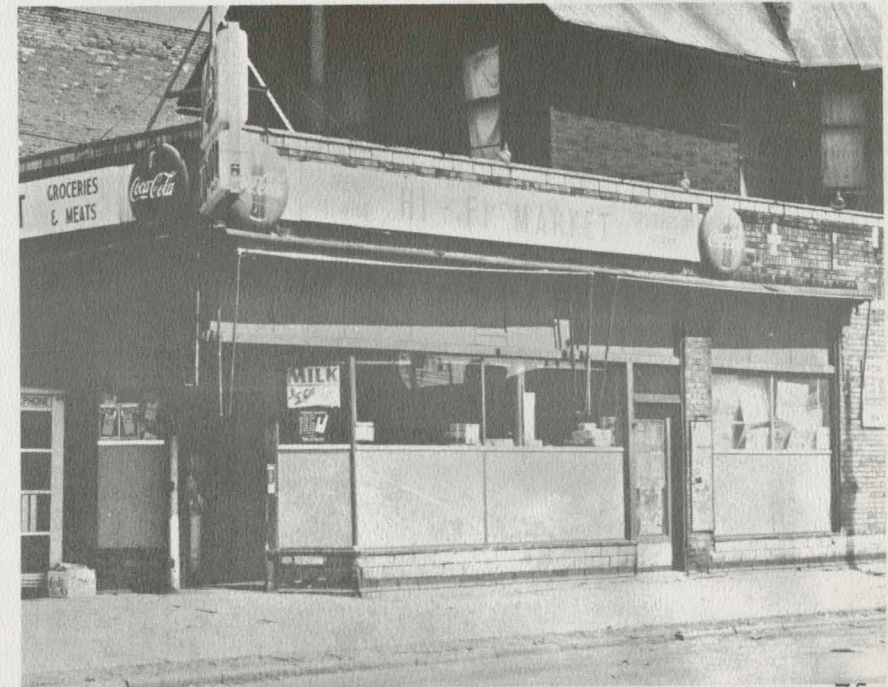
Suburban Chain



City Chain

City Independent

Inner City Independent



CHAIN STORES PER 10,000 PEOPLE

VERY POOR	0.6 STORES PER 10,000 PEOPLE
LOW INCOME BLACK	0.85 STORES PER 10,000 PEOPLE
LOW - MIDDLE INCOME WHITE	1.13 STORES PER 10,000 PEOPLE
MIDDLE INCOME BLACK	0.71 STORES PER 10,000 PEOPLE
MIDDLE INCOME WHITE	1.22 STORES PER 10,000 PEOPLE

SUBURBS / INCOME FROM \$6 - 8,000	1.51 STORES PER 10,000 PEOPLE
SUBURBS / INCOME FROM \$8- 10,000	1.39 STORES PER 10,000 PEOPLE
SUBURBS / INCOME ABOVE \$10,000	1.78 STORES PER 10,000 PEOPLE

THIS CHART COMPARES THE NUMBER OF CHAIN STORES AVAILABLE TO 10,000 PEOPLE FROM THE VERY POOR TO THE MORE AFFLUENT.

CONSUMER SURVEY FACTS

In the city or in the suburbs, if a chain store has no other chain store in close proximity, the prices in that store tend to be higher.

The proportion of chain stores to population is far less than the needs of the Very Poor and Low Income Black areas--about one store for 17,000 persons. Chains provide over twice the number of stores for the white suburbs. In addition, suburban chains are much larger than their city counterparts.

Since there are fewer chain stores in the inner city, competition is less with a consequent 3% to 5% higher cost in grocery prices as compared with suburban chains.

In independent stores averaged across the areas of the city, the poor may pay up to 15% more than the price of groceries in suburban chains.

Since many of the poor must shop in the corner grocery because chains and large independents are not available, the very poor may pay from 20% to 40% more for their groceries.

Since many inner city stores are smaller than the stores in other areas, the option to buy economy sized items may not be present, thereby further decreasing the purchasing power of the poor.

The quality of service, store condition, shelf goods, produce and meats in the inner city chains and independents is not up to the average quality in higher income and suburban stores, even though the stores in the poor areas charge more.

¹"Customer pilferage in grocery stores is no higher in ghetto or Black areas of our cities, and is often less high, than in white and suburban areas. Where there are more children, and generally Black areas have more children, pilferage is more of a problem in grocery stores. But this is not the major theft problem; more costly theft is perpetrated by adults."

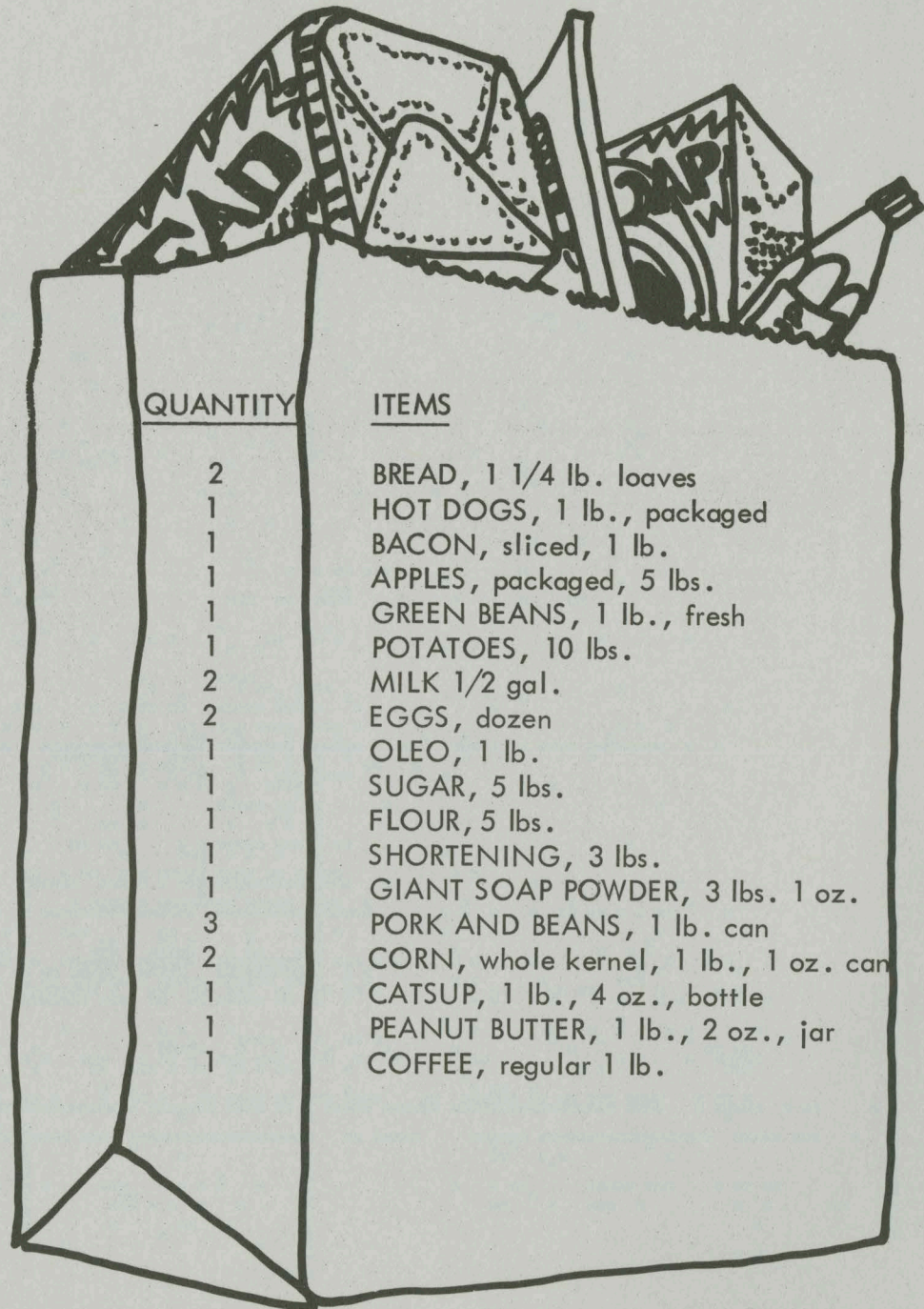
"Where higher theft rates are reported in inner city stores, the allegation of customer pilferage is usually a cover-up for the store's internal problems such as poor management or theft by personnel."

Black shoppers tend to buy more food consumable in the home than do whites. Black shoppers tend to buy brand names or higher quality foods.

¹Herman T. Smith, President, Jet Food Corporation. Information corroborated by interviews with national chain security officers.

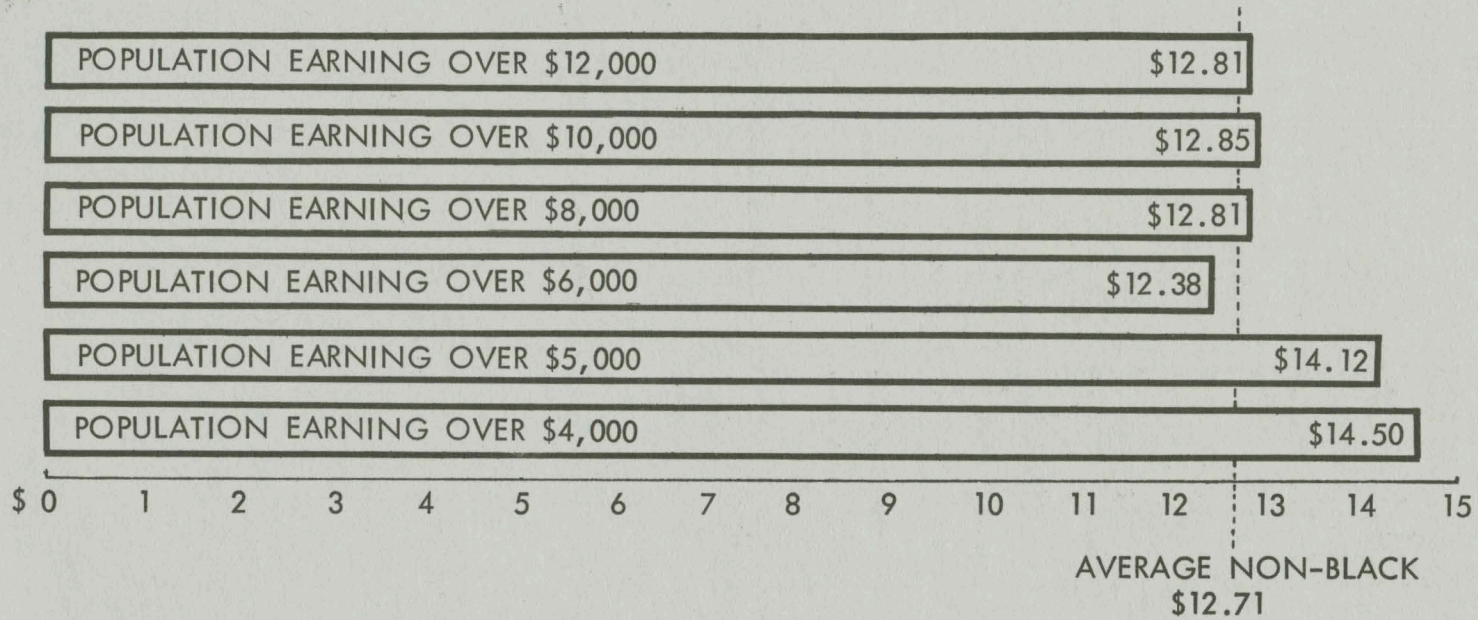
\$10 GROCERY BASKET

Grocery Basket List Shopped from computer sheets to show variations in prices among suburbs, between suburbs and city, and between chains and independents.



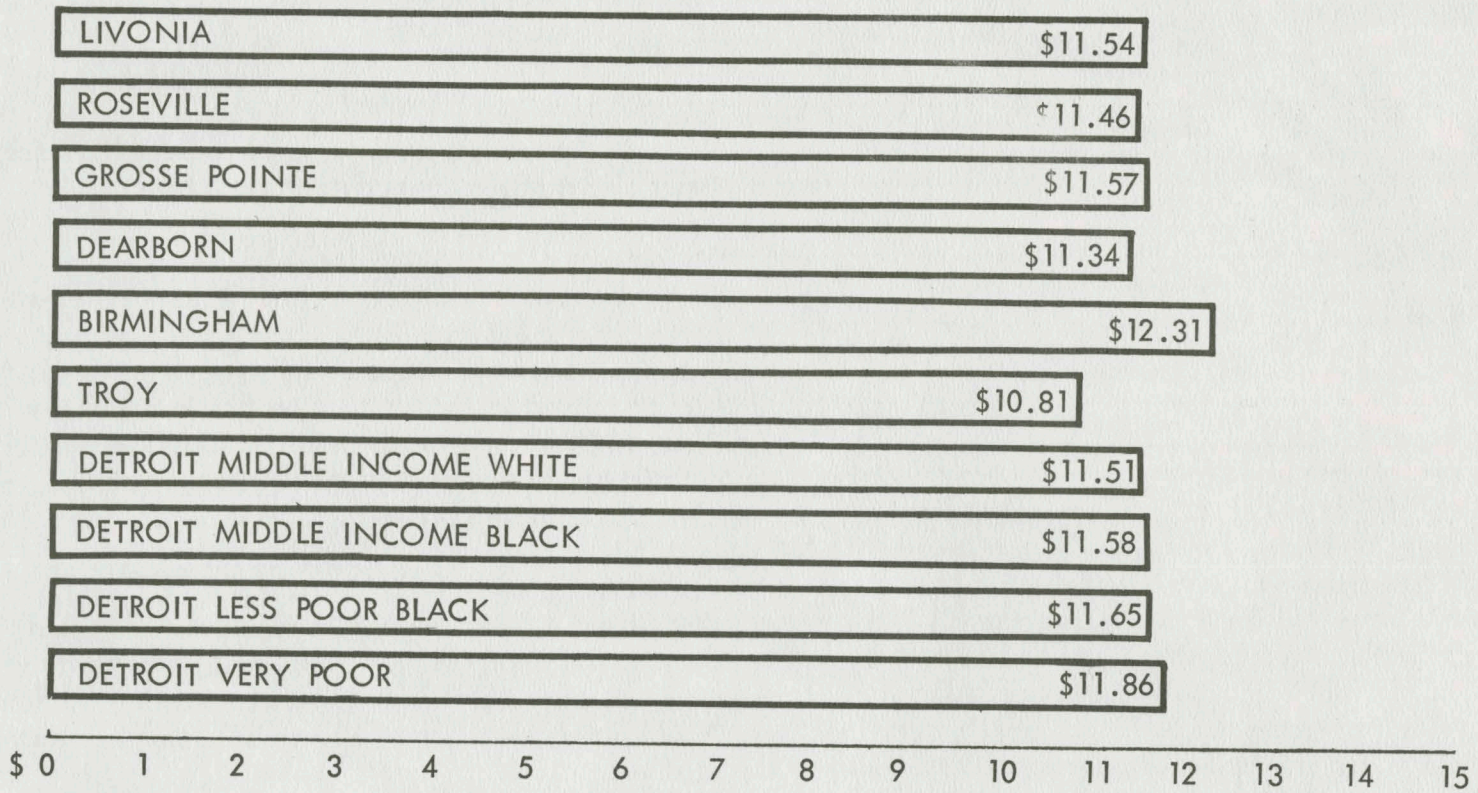
QUANTITY	ITEMS
2	BREAD, 1 1/4 lb. loaves
1	HOT DOGS, 1 lb., packaged
1	BACON, sliced, 1 lb.
1	APPLES, packaged, 5 lbs.
1	GREEN BEANS, 1 lb., fresh
1	POTATOES, 10 lbs.
2	MILK 1/2 gal.
2	EGGS, dozen
1	OLEO, 1 lb.
1	SUGAR, 5 lbs.
1	FLOUR, 5 lbs.
1	SHORTENING, 3 lbs.
1	GIANT SOAP POWDER, 3 lbs. 1 oz.
3	PORK AND BEANS, 1 lb. can
2	CORN, whole kernel, 1 lb., 1 oz. can
1	CATSUP, 1 lb., 4 oz., bottle
1	PEANUT BUTTER, 1 lb., 2 oz., jar
1	COFFEE, regular 1 lb.

INDEPENDANT STORES IN SELECTED AREAS



AVERAGE DOLLARS PAID FOR SELECTED SHOPPING LIST COMMON TO ALL STORES

CHAIN STORES IN SELECTED AREAS



AVERAGE DOLLARS PAID FOR SELECTED SHOPPING LIST COMMON TO ALL STORES



Fr. Cunningham

When the survey was nearly completed, we had contact with one of the officials of one of the large chains and I remember a somewhat heated discussion at one point. Would you like to recall some of that discussion? I believe it grew out of the fact that one of the large chain managers, from the same chain as this official, was helping with the computer sheets, and I believe you engaged in a discussion with him. Maybe you can talk about him first. The discussion with the store manager hinged on whether stores from the suburbs or outer city areas were transporting produce and meats to inner city stores. I think that was the contention. Do you remember that?

Mr. Reisman

The manager was totally negative toward us. His view was that we wouldn't find any differences between suburban stores and the inner city stores. We had a discussion and after that he came out and admitted that meat was being shipped into the inner city. He also admitted that the services weren't the same in the

inner city as they were in the suburbs, because the manager wasn't the same quality and inner city people didn't complain about some of the things that were going on. The people in the inner city stores were not as critical, not only the people but the manager himself. I have some background in the food industry and I know that the manager just can't criticize the food they get. They can send things back if they have a reason. He admitted that.

Fr. Cunningham

What did he say the reason was for transferring meat, say to an inner city store, from an outside city store?

Mr. Reisman

If it wasn't selling in the suburbs? I don't recall whether he came out and admitted that. They couldn't sell it the next day, because the people would complain. He came out and was definite about that. I asked him this in the beginning but he didn't answer; after about a half hour, all of a sudden he came out and just said, "yes I'll admit things were being done" (i.e., meat was being transferred).

Fr. Cunningham

On another Survey, a definite statement was made that this was a myth, that food (meat) was not being transferred into the inner city. In any case this survey contended that the stores claimed it would cost too much to transport the goods. This could not be done.

Mr. Reisman

I think that they could get out of it in one way. They will admit that in an area they can send meat around, if meat isn't selling. If one part doesn't sell in a certain area, they can ship it around. Therefore, if meat is shipped from one store to another they can always use that as an excuse. From that discussion, about a week later I met with somebody else, and asked if things were being shipped.

Fr. Cunningham

We don't want to identify this somebody else by name but this man is an executive in a large chain, who had experience over a great part of the three or four states around Michigan and was advised on store policies, would know about building services and shipping produce and so on. He was a well informed executive of one of the larger chains in the city.

Mr. Reisman

He was the one who decided what should be put into stores and what stores should be painted, and what equipment would be changed. He didn't have the final decision but he was next in line. He denied that dumping was going on, that the prices were being changed. The surprising thing was the difference between the manager and this fellow. The manager had said the prices in the store could be raised by the manager in the store, and the other fellow said that managers had the maximum price, that they could not raise their price. They could lower a price if another store gave them competition. That was one difference. The executive came out and said that as far as our meat testing, the bacteria content was going to be higher in some of the inner city stores because the refrigeration in these stores isn't as good and doesn't keep the meat as cold. He also said that in order to save electricity, they shut the equipment off for a couple of hours a day so the meat would be warm and the bacteria would naturally be higher.

Fr. Cunningham

He also mentioned, as I recall, something about the problem of keeping the old refrigeration units clean. They weren't as easy to keep as the new ones and therefore it would aid the bacterial growth.

Mr. Reisman

We had a discussion with him for a few hours, and he was disturbed about it and offered to take us on a trip to his stores.

Fr. Cunningham

That trip did eventuate and before we get to this trip, the executive mentioned something about the personnel, the condition of the store, the condition of the meat. Was this a result of personnel not being as well paid or as judiciously chosen in the inner city stores as in the suburbs? Remember his remarks? The suburbs needed better butchers. People were more demanding and patrons were more critical as to the store managers and maintenance. Maintenance was not as well done in some of these inner city stores, because there was a need to keep the profits up. Thus the need to turn the lights down and refrigeration off early. Mr. Reisman, would you talk about your trip which came about on invitation from this gentleman, to see some of the store conditions?

Mr. Reisman

Yes. We met out on Grand River in one of their stores and we (Eleanor Josaitis, this man, and myself) had permission to go into the stores, check anything that we wanted to. We could go in the freezers and store rooms and in the meat department in the back. We went around the first store and he had thrown us off a little bit by telling us that he wanted us to know that this first store that we went to was a bad store. The floor was concrete and it was hard to keep clean and the store was small and crowded. And the equipment was bad, thirty or forty years old--the first equipment that came into this state. We went to the produce department and we stopped at the bananas and there was a bad bunch of bananas. We asked the produce manager how long the bananas were there. The produce manager explained he had never seen bananas like that before. It usually happens in the winter when the bananas freeze. He had never seen it during summer. I asked the price of those bananas, and he said they were 10¢ a pound. And I asked how come they were in with the regular priced bananas which were about 16¢ a pound--there was no distinction. This fellow who was taking us around said that the manager could get in trouble since it's against the policy of the chain stores to do this--to sell two different qualities of any item in the same bin for a different price. That was the first incident.

Fr. Cunningham

Did you notice the condition of the produce, particularly meats? Did you notice differences in the upkeep of store from one area of the city to another, or the condition of canned goods?

Mr. Reisman

Yes. We did. Before we went out, I had read one of the surveys on which the lady commented that the cans in the stores were dented. So we went into this store. I had asked the executive what the policy was on dented cans, and he had told me that they take the cans off the shelves and put them in a box and mark the price down, actually drastically, since it could be dangerous for someone to eat from those dented cans. The food could be spoiled. And so as we went around that store, I pointed out all the dented cans, more than the average. The aisles were just lined with dented cans at the regular price, and if this wasn't bad enough, some of the cans were rusted. It seems to me that they were obviously dangerous. A dented can that is rusted could cause illness. Also, some of the cans looked like they had been there for a year, the dirt on them was so thick. He said that the manager of this store could get in trouble and the supervisor of the area wasn't doing a proper job. He said that this was one of the jobs that the supervisor should do.

Fr. Cunningham

Was that an inner city store, Mr. Reisman?

Mr. Reisman

Yes. It was in the heart of the inner city.

Fr. Cunningham

Did you find that there were some clear-cut, dramatic differences between the stores this gentleman showed you of this large chain across the city, that it seemed that the stores in the inner city were less well kept than the stores in the outlying areas?

Mr. Reisman

Generally the store in the inner city is much older and the equipment is much older. So the quality of the meat isn't as good. I think this was brought out by the women themselves when we did the meat test. Some of the meat tested so poor that the women were afraid to feed it to their dogs.

Fr. Cunningham

Mr. Reisman, it would seem that people get used to their environment--the type of stores that they shop at. You mentioned that people from the suburban area shopping meat in the inner city wouldn't take it home. What they have seen of the inner city stores didn't measure up to their standard of meat. Would you say that in a survey like this, one of the good things is the more discriminating attitude on the part of inner city shoppers? Do you think that women in the inner city stores by bringing to light their complaint on the services or the cleanliness of the stores, or the condition of the shelf material, could change some of these shopping conditions? What would your thought be on that?

Mr. Reisman

Well the people in the inner city don't have the power to do that. We have several ladies that we have contact with throughout the co-ops, who go into the inner city stores and get special treatment, but that won't change the store policy. I remember on the trip we were told a story that in a Grasse Pointe store, a woman, whose husband was in a very good position at the Detroit News, told them that either they fix it up or it would become a feature article in the Detroit News. And they immediately took action to improve the condition of that store. You can't do that in the inner city, because people don't have that power. They do such things as put bars up in some of the stores so that you can't take carts out, and you can't even get the carts out of the door. You can hardly walk through with a bag of groceries.

Fr. Cunningham

These stores do complain, ones that don't have carts available or those that aren't keeping the store up as well, that this is a result of their trying to balance their books, that the rate of theft and vandalism is so high in the store. Do you have any comment to make on that, Mr. Reisman?

Mr. Reisman

First of all, we were told by this chain store executive who took us around, that a chain does not form a policy on how much theft is allowed in any area, that they have one policy for each single store.

Fr. Cunningham

Mr. Reisman, I don't know what the ratio of white and Black supervision is in these chains that are represented in the inner city, but I would guess that the large chains' major personnel is only white people? Did you observe many Negro managers in these surveys that you made?

Mr. Reisman

Most are white.

Fr. Cunningham

Do you feel that these managers feel that they are working in another country, so to speak, that their attitude towards the neighborhoods in which they work affects their policy in the store with respect to cleanliness, courtesy, etc?

Mr. Reisman

Well, I don't think that we had enough contact with them to decide something like that. A manager, depending on his attitude and how well he does his job, will either make the store clean or make it dirty. I know from my contact with managers in New York City that they could increase the sales of the store

30% to 40% just by the way they handle the personnel. The way the personnel treat the people - putting on displays, that don't try to fool people, putting on correct prices. Not leaving two or three prices on one single bottle.

Fr. Cunningham

The respect that the manager has for the people he deals with would be reflected in his personnel and to the community and this would be one of the ways to improve conditions of the stores and the volume of business that the store would be doing?

Mr. Reisman

Yes, it depends on the manager in my opinion. He could just be a bad manager, and would be poor no matter where he went.

Fr. Cunningham

If he is a person that is a victim of racism, his attitude toward the people with whom he deals would reflect that.

Mr. Reisman

It makes it much worse, I think you get that feeling in the store.

Fr. Cunningham

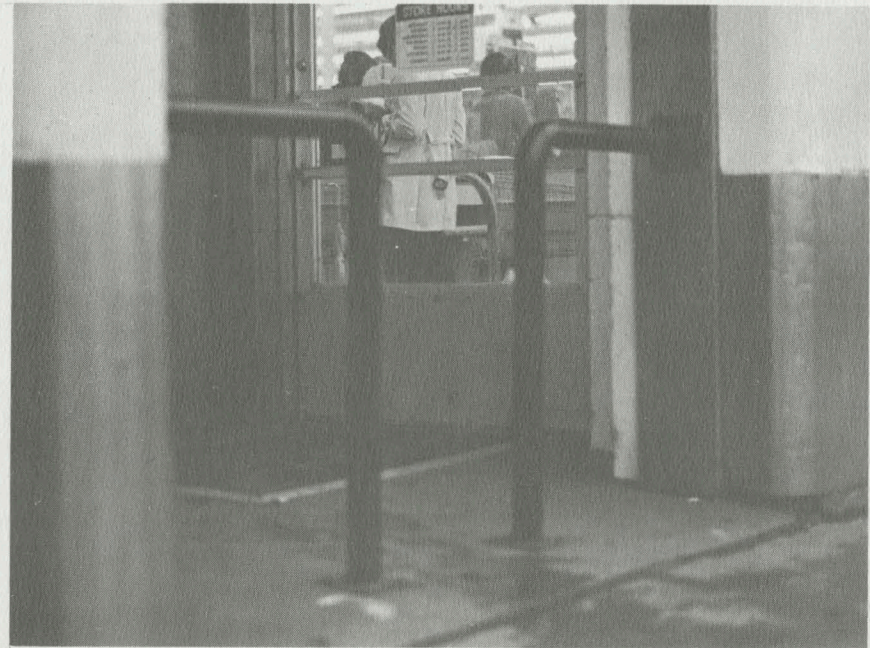
Jerry, do you have any comments you would like to add?

Mr. Reisman

Yes. It was just in reference to the type of display the manager could put on. In the store by my neighborhood, a chain store, they put up a display of toilet paper, there were ten rolls in a package. The only thing was that in each of the rolls there were half the normal number of tissues. And the price was just a few cents cheaper. And what it came out to was that the people were paying 70% to 80% more for the thing that looked like it was on sale.



Coming Through The Bars



SHOPPING IN SOMEONE ELSE'S SHOES

Are facilities and products equal for inner city and suburban shoppers?

Discrimination in service strangely enough has rarely been argued. White people generally and affluent people have conditioned themselves to think that the wealthy, meaning also whites, ought to have larger stores, with the most current improvements. White people expect a suburban supermarket to be bright, aesthetically lighted, Muzaked, stocked with special foods and technologically titillating to the imagination from meat department to check-out.

When HOPE suburban shoppers went to the Detroit inner city they initially found conditions "good enough", that is, good enough for the poor and the Black. Not until the team shopping (a Black and white woman shopping together in a city as well as a suburban store) and the consequent careful scrutiny of facilities, goods, and personnel did the white shoppers react. Their reaction was angry and militant. Would a white lady from Birmingham shop each week in a store where the paint was peeling, the refrigeration was poor and antiquated, the aisles were narrow, where she had to wait in line for a cart that had one wheel stuck? Would a lady from all-white Grosse Pointe shop a store where the check-out point was too narrow to allow a cart to pass, or where high steel stanchions surrounded the exits like a Berlin Wall so that overly endowed shoppers had to squeeze through sideways? Would a Dearborn shopper lug her groceries from the check-out to her car, come back, and make the several trips from store to parking lot because carts were not allowed outside?

Putting themselves in the shopping shoes of their inner-city sisters, the white women began to burn. And where does a shopper go when she burns? To the manager, of course, who in the inner city is generally white and unconcerned.

Mr. Herman Smith, President of Jet Food Corporation, and Black himself, says that "the Black community will be restive until it has the same shopping facilities as the suburbanite, new, spacious

and catering to the community, and they (the Blacks) are willing to pay for it." The facts indicate that the Black and the poor are already paying as much or more than the white suburbanite. In fact, Black shoppers tend to buy a higher grade of groceries, usually brand names, according to Mr. Smith.

Smith's observations about the habits of the Black ghetto shopper reflect Professor Charles S. Goodman's well documented study Do the Poor Pay More? University of Pennsylvania, 1967. Both men insist that the poor will shop a store some distance away to get better prices and quality. Large chain management insists on ignoring such studies and continues to base its services on store volume. Store volume relates more to the quality and prices a store offers than to the buying habits of a given community.

Mr. Smith insists that chain management is ignoring the real buying habits of the Black who purchase more groceries consumable in the home than do white suburbanites, but are buying these groceries in the outer city or suburban stores with the high volume credited to the white community. Meanwhile inner city supermarkets decline in volume with consequent lessening of service - a remarkable example of the self-fulfilling prophecy.

Likewise, myths about crime in Black areas still support the rationale of the grocery community for charging higher prices and tendering poorer service. "Everyone knows Black people steal more, particularly the expensive shopping carts - for barbecues." Only a Houdini could get a cart out of a Detroit inner city store, squeezing it through the check-out point or over the steel barrier posts and past the manacing eye of the store policeman. The grocery community must face facts, facts which it has known for some time, but which the public is also coming to know:

BLACK PEOPLE AND POOR PEOPLE ARE GUILTY
OF NO MORE CUSTOMER PILFERAGE THAN THE
SUBURBAN WHITE SHOPPERS.

AND BLACK SHOPPERS SPEND MORE ON FOOD
TO BE CONSUMED IN THE HOME.

An essential part of the survey asked the shopper to evaluate store conditions, services, personnel, and quality of produce. The comparison of these factors between inner city and suburbs was dramatic.

In some cases the rating was objective: the exact time for check-out, the number of check-out points available. Other ratings were in terms of comparative quality: excellent, good, fair, poor (here the judgment was in favor of the store with three affirmatives to one negative). As in the price comparison section of this study, the quality evaluation was correlated with the income and color texture of the neighborhood.

In general, chain and independent grocery stores in Black and poor areas fell at least a full classification beneath the suburban or more affluent white counterpart. For example, while the condition of floors was rated excellent in the suburban chain and good in the suburban independent, cleanliness of floors in central city chains was good to fair, and in city independents ran fair to poor. Produce and bin conditions in suburban chains averaged excellent to good; independents in the suburbs averaged excellent. In marked contrast produce and bin quality averaged good to fair for central city chains, and only fair for the central city independent. Central city window conditions and parking facilities fell between fair and poor as compared with excellent in suburban chains and independents.

While suburban chains frequently had sales on dented cans or slow moving items, inner-city chains reported practically no sales. Dented cans, some punctured, remained on the shelves.

A severe and heavily repeated comment of the city shoppers in both chains and independents was the lack of clearly marked prices. Prices were stamped one over another, or several were legible and no effort was made to erase the incorrect prices. Many independents in the city had no prices marked, but the shopper had to depend on the clerk. Dented cans, illegible or confusing pricing, along with inferior produce and poor meats were the major observations of inner city shoppers.

White shoppers on the team survey, some shopping in inner-city chains or independents for the first time, were often appalled by the filth, the bad smell of meat and the depressing physical condition of the stores.

In addition to the inner city large independents, HOPE shoppers surveyed more than forty small independents, the so-called corner stores or "mom and pop" stores. Corner store conditions were generally the worst observed, but there were extenuating factors. The corner store frequently was indigenous to the community: poor people had no other place in which to shop. An example is the Brewster-Douglas Housing Project which, with its immediate surrounding area, has more than 25,000 families, and no chain stores or large independents. (The only large independent was burned out during the '67 riots and the people refuse to permit the former proprietor to rebuild.) The only recourse for many of the immobile poor and those who send the children to shop is the corner store. But there seems to be no question that if chains or large independents were to come into the neighborhood, many of the corner stores would disappear as a vestigial, outmoded, and foolishly expensive way of buying groceries. Negroes are running out of patience with the "Chaldean ethic" of caveat emptor.

Small merchants must begin to restudy their position in the Black community. For instance, merchants are incredibly obtuse when they think that calling a Black man or woman by his or her first name insures a warm relationship. The majority of Blacks are 21 or younger and they are more interested in respect than friendship with whites.

It may take another fire in Detroit to clean out the unequal and inadequate services of the chains, independents and corner stores, but the next fire should not leave the white man or the merchant asking Why?



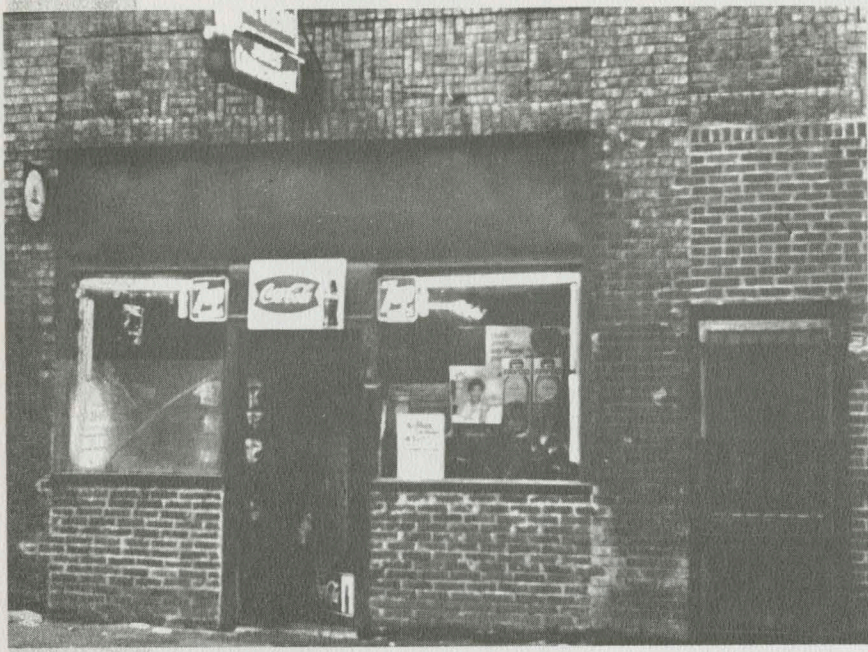
brewster-douglas housing project



Corner Grocery



Drug Store



Corner Grocery

Burned out independent



1,949 HOUSING UNITS/4,000 YOUNG PEOPLE UNDER 21 YEARS



Corner Grocery

drug survey

SAMPLE SURVEY

CONSUMER SURVEY
 FOCUS HOPE
 2701 W. CHICAGO BLVD.
 DETROIT, MICH. 48206

Name of Researcher _____

Name of Store _____

1. _____

Location of Store _____

2. _____

Date & Time of Survey _____

DRUG ITEMS	PRICE	AVAILABILITY OF OTHERS SIZES
Fletcher's Castoria - 5 oz.	_____	_____
Bayer Aspirin - 100 Tablets	_____	_____
Epsom Salts - 5 lbs.	_____	_____
Phillips Milk of Magnesia - 12 oz.	_____	_____
Pepto-Bismol - 24 Tablets	_____	_____
Rubbing Alcohol - 1/2 pt.	_____	_____
Ben-Gay - 3 oz.	_____	_____
Maalox - 12 oz.	_____	_____
Vicks Vaporub - 3 1/2 oz.	_____	_____
Robitussin (cough syrup) - 4 oz.	_____	_____
Contac - 10 caps	_____	_____
1 A-Day Multiple Vitamins - 60 caps	_____	_____
Crest, Giant Size	_____	_____
Ban Spray Deodorant - 4 oz.	_____	_____
Listerine Mouthwash - 14 oz.	_____	_____
Head and Shoulders Shampoo - 6 oz.	_____	_____
Noxema Medicated Skin Cream - 4 oz.	_____	_____

Race _____

Survey (cont'd)

Page 2

Service

What are the store hours?

Monday
 Tuesday
 Wednesday

Thursday
 Friday
 Saturday

Sunday

Is delivery available? Yes _____ No _____

Can the store be reached on a bus line? Yes _____ No _____

Is free parking available? On a lot? Yes _____ No _____

Did you see a pharmacist? Yes _____ No _____

Can you speak to a pharmacist? Yes _____ No _____

Did a pharmacist serve you personally? Yes _____ No _____

Was there any talk with the pharmacist about the product and your use of it? Yes _____ No _____

Availability of non-drug items.

Bread Yes _____ No _____

Soda fountain Yes _____ No _____

Hardware Yes _____ No _____

How clean was the store?

Windows

Aisles

Stock

Floor

EXCELLENT GOOD FAIR POOR

Rate the personnel as to efficiency _____

Courtesy _____

How well lighted was the store? _____

The following graph comparing across-the-counter drugs in the city and suburbs for 9 items is a clean indication of price difference. For the 17 items priced by HOPE shoppers the average price variation between city drug stores and suburban drug stores was over 17%.

Here, as in the grocery comparison, discrimination is not limited to price. Condition of store, and quality of goods and service figure in heavily.

One large drug firm in the Detroit area complained that products which it called back to the warehouse, because of age or shelf worn packaging, were marked for removal and later found in inner city stores of the same chain.

Rarely were prices labeled in inner city drug stores. HOPE shoppers had to ask the price for each product and accept the clerk's answer. Many of the inner city drug stores have cancelled or cut back prescription services so that they are predominantly liquor outlets or corner variety stores specializing in patent medicines and expensive remedies for headaches, colds, poor fitting shoes and slipping teeth. Where prescription services have been retained, the pharmacist keeps a small cubby hole in the rear of the store, inadequately stocked, without patient records. The main job for many inner city pharmacists is to hustle beach balls, transistor radios, and toiletries, at 60% mark up.

More than price differences, discrimination in store condition, freshness and availability of goods, and service by personnel anger and frustrate the inner city shopper. More than any other single item, the poor condition of inner city stores shocked suburban surveyors.

The following graphs show the consistency of discrimination in central city chains and independents. Note that the margin of difference is generally a full grade lower in the city as compared with the all white suburbs.

DRUG ITEMS	VERY POOR	% ABOVE SUBURBS	POOR BLACK	% ABOVE SUBURBS	MIDDLE INCOME BLACK	% ABOVE SUBURBS	SUBURBS
PEPTO-BISMOL, liquid	\$.64	5%	\$.63	3%	\$.63	3%	\$.61
MAALOX, 12 oz.	\$1.32	38%	\$1.20	25%	\$1.15	20%	\$.96
VICKS VAPO-RUB 3 1/2 oz.	\$.93	3%	\$.99	9%	\$1.06	16%	\$.91
ROBITUSSIN COUGH SYRUP, 14 oz.	\$1.07	2%	\$1.29	23%	\$1.35	29%	\$1.05
CONTAC, 10 caps	\$1.49	38%	\$1.45	34%	\$1.46	35%	\$1.08
1 A DAY MULTIPLE VITAMINS, 25 caps	\$.98	4%	\$.98	4%	\$1.05	12%	\$.94
COLGATE, giant size	\$.87	61%	\$.71	31%	\$.58	7%	\$.54
LISTERINE MOUTHWASH, 14 oz.	\$1.17	29%	\$1.10	21%	\$1.14	25%	\$.91
NOXEMA MEDICATED SKIN CREAM, 4oz.	\$.80	36%	\$.77	31%	\$.82	39%	\$.59
AVERAGE PERCENT ABOVE SUBURBS OF ACROSS-THE-COUNTER GOODS		24%		20%		21%	

40	DRUG STORES IN DETROIT
115	DRUG STORES IN SUBURBS
<u>155</u>	TOTAL STORES
155	TOTAL SURVEYS

DRUG STORE - CITY

The store for the most part was so junky that I had trouble finding the drugs I needed to price. So I had to ask for help. The druggist referred me to the owner of the store chain. I told him that I had been a customer over a period of twenty three years, so I was left alone to get the prices with some help.

Many shelves were empty. Store seemed very low on stock. Some items they only had one of.

I waited until Monday to fill the courtesy part. I have seen incidents previous to today but felt it necessary to witness one so I could give an honest report. This store is the only store on the way home for students attending Frost and Oak Park High who live in Royal Oak Township. They carry a large supply of candy stocked in open shelves. There is no delivery service from 3 to 4 so all store personnel can be on guard against these youngsters. Any more than two Negro young people constitutes a mob and the owner and rest of the store personnel use derogatory terms and forcibly throw the children out and slam the door locked. Today was no exception. I have yet to see anything more than 13, 14, 15 year olds looking the candy over. Having a child this age I know they are noisy and more so in a crowd. The usual "nigger get out" followed. We have taken our business from this store as a result of these actions.

I tried to survey this drug store and the manager informed me that he would not let me or anyone else survey his store, that he sold everything at a discount and that's it.

DRUG STORE - SUBURBS

The store was very well kept and stocked. A large selection of both brand and sizes were available. The personnel were very courteous and helpful. The only thing I wish were changed about the store was the keeping of many non-prescription items behind the counter where the customer must ask to see them. This included such items as vitamins, laxatives, body rubs and cough and cold syrups.

The above is in the Community Medical Hospital and is the size of 4 by 6. It is clean but the pharmacist only fills prescriptions and has none of the drug store items listed. No delivery. Bus line, yes. Parking, okay. Courtesy was shown.

This is a good store for service and it is very clean. Pharmacist always explains the medication or prescription he has filled.

From previous experience I know this pharmacist is not very courteous and my family doctor asked me to get our prescriptions filled elsewhere. However, the rest of the store is very acceptable.

prescription survey

In this first prescription purchase for May 11, the shoppers were instructed to role-play. The white shopper was to be well dressed and critical of the price, no matter how reasonable the price seemed. The black shopper was casually dressed, instructed to remain docile and passive, not questioning the price. After buying the first prescription, the shopper was instructed to price

the second prescription, showing her doctor's prescription order.

The following record of the prescription survey is from our file. Deleted in this edition is the name of the store and the name of the shopper. The drug stores are designated "chain" if a part of one major chain. If it is the only store of a chain surveyed or really an independent, the store is designated "independent".

DRUG SURVEY - PRESCRIPTIONS
INNER CITY - MAY 11, 1968

PHARMACY	RACE	LIBRIUM		ORTHO NOVUM Price
		Price	No.	
INDEPENDENT	W	\$4.50	30	\$2.65
CHAIN	W	\$4.25	29	\$2.50
	B	\$3.75	30	\$2.40
CHAIN	B	\$4.07	30	\$2.59
	W	\$3.34	30	\$2.59
INDEPENDENT	B	\$4.25	30	\$2.50
	W	\$4.50	30	\$2.50
INDEPENDENT	B	\$3.95	30	\$2.50
	B	\$3.95	30	\$2.50
	W	\$3.95	30	\$2.50
INDEPENDENT	B	\$3.30	30	\$2.25
	W	\$3.30	(priced)	\$2.25
INDEPENDENT	B	\$3.59	30	\$1.89
	W	\$3.60	30	\$1.89
INDEPENDENT	B	\$5.50	30	\$3.00
	W	\$6.00	30	\$3.00
INDEPENDENT	B	\$3.11	30	\$2.29
	W	\$3.11	30	\$2.25
INDEPENDENT	B	\$2.50	30	\$2.50
	W	\$4.00	31	\$2.75

DRUG SURVEY - PRESCRIPTIONS
MIDDLE OF CHANGING AREAS - MAY 11, 1968

PHARMACY	RACE	LIBRIUM		ORTHO NOVUM Price
		Price	No.	
INDEPENDENT	B	\$2.75	30	\$2.30
	W	\$2.75	30	\$2.30
INDEPENDENT	B	\$1.72	30	\$1.01
	W	\$1.72	30	\$.91
INDEPENDENT	B	\$3.60	30	\$2.25
	W	\$3.60	30	\$2.25
INDEPENDENT	B	\$3.60	30	\$2.25
	W	\$3.60	30	\$2.00

DRUG SURVEY - PRESCRIPTIONS
SUBURBAN - MAY 11, 1968

PHARMACY	RACE	LIBRIUM		ORTHO NOVUM Price
		Price	No.	
INDEPENDENT	W	\$3.50	30	\$2.00
INDEPENDENT	W	\$2.70	30	\$1.49
INDEPENDENT	W	\$3.25	30	\$1.75
INDEPENDENT	W	\$2.95	30	\$1.79
INDEPENDENT	W	\$3.60	30	\$2.25
INDEPENDENT	W	\$2.97	30	\$1.49
INDEPENDENT	W	\$3.00	30	\$1.50
INDEPENDENT	W	\$3.10	30	\$1.49

DRUG SURVEY - PRESCRIPTIONS
INNER CITY - JUNE 24, 1968

PHARMACY	RACE	TETRACYCLINE		DARVON COMPOUND 65 Price
		Price	No.	
CHAIN	W	\$1.50	12	\$1.08
INDEPENDENT	W	\$2.25	12	\$1.80
	B	\$2.25	12	\$1.80
INDEPENDENT	B	NO LONGER HANDLING PRESCRIPTIONS		
	W			
INDEPENDENT	W	NO PRESCRIPTIONS UNTIL 8:00 P.M.		
	B			
INDEPENDENT	B	Not Purchased		Not Priced
	W	\$2.50	12	\$1.50
INDEPENDENT	W	\$.84	12	\$.88
	B	\$.84	12	\$.88
INDEPENDENT	W	\$2.95	12	\$1.95
	B	\$3.95	12	\$1.95
INDEPENDENT	W	NO PRESCRIPTION DEPARTMENT		
	B			
INDEPENDENT	B	\$3.00	12	\$3.00
	W	\$3.00	12	\$3.00
INDEPENDENT	W	\$2.50	12	\$1.95
	W	\$2.25	12	\$1.95
INDEPENDENT	W	\$2.40	12	\$1.80
	B	\$2.40	12	\$1.80
INDEPENDENT	W	\$1.95	12	\$1.80
	B	\$1.95	12	\$2.65
INDEPENDENT	W	\$2.00	12	\$1.75
	B	\$2.00	12	\$1.75
INDEPENDENT	W	\$2.40	12	\$1.80
INDEPENDENT	B	\$2.65	12	
CHAIN	W	\$1.50	12	\$1.75
	B	\$1.75	12	
CHAIN	B	\$1.95	12	\$1.95
	W	\$1.95	12	\$1.95
CHAIN	W	\$1.80	12	\$2.05
	B	\$1.93	12	\$1.89
CHAIN	B	\$2.05	12	\$1.95
CHAIN	W	\$1.95	6	\$1.90
	W	\$1.95	12	.15 each
CHAIN	W	\$2.09	12	\$2.39
	B	\$2.09	12	\$1.95

In this second prescription survey of June 24th, the roll-playing was reversed. Tetracycline was purchased and Darvon was priced. This time the black buyer was well dressed and was critical of the price, and the white buyer dressed casually and remained passive.

The Black buyer also was sent to a number of suburban pharmacies with curious results. In most of the suburban drug stores the critical Black buyer paid less for her prescription than the passive white buyer.

In the inner city, the patterns of discrimination against the Black buyer remained firm, regardless of her dress or complaint. In a few instances, the well dressed white buyer paid more in the inner city. Here is a sampling from our files of the second prescription purchase. Again, the store names are deleted, and the major chain is simply labeled "chain".

DRUG SURVEY - PRESCRIPTIONS
SUBURBAN - JUNE 24, 1968

PHARMACY	RACE	TETRACYCLINE		DARVON COMPOUND 65 Price
		Price	No.	
INDEPENDENT	W	\$1.83	13	\$1.56
	B	\$1.43	12	\$1.42
INDEPENDENT	W	\$1.40	12	\$1.80
	B	\$1.40	12	\$1.80
INDEPENDENT	W	\$1.78	12	\$1.44
	B	\$1.59	12	\$1.30
INDEPENDENT	W	\$1.59	12	\$1.40
	B	\$1.59	12	\$1.30

While there was no specific study conducted on the availability of prescription drug stores relative to population, as was done with supermarkets, it is clear that such services are becoming increasingly rare in the very poor and low income Black areas of Detroit. Prescription services in some stores have been diminished or eliminated. The inner city prescription purchaser may find a choice of drug stores impossible. Competition is nearly non-existent. Drug stores that sell liquor continue to flourish, and boast a variety that is nonpareil with the best suburbs.

May 11, 1968

Thirty eight women purchased thirty eight prescriptions of Librium and priced thirty eight prescriptions of Ortho Novum.

June 24, 1968

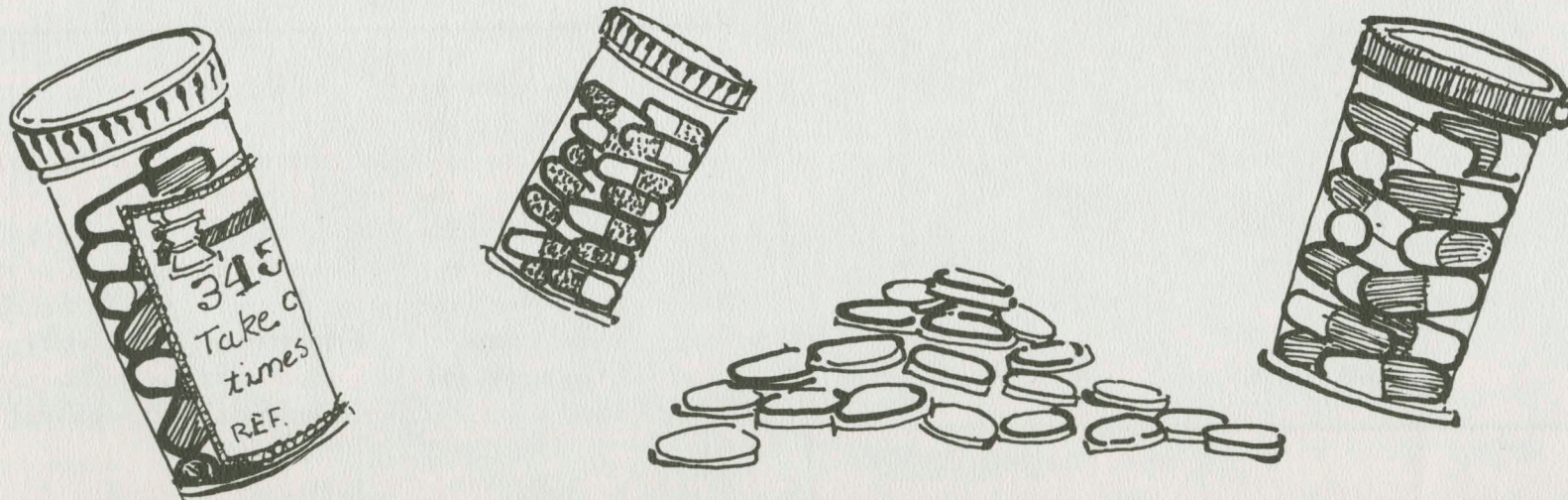
Thirty nine women purchased thirty nine prescriptions of Tetracycline and priced thirty nine prescriptions of Darvon Compound.

IN EVERY CASE THE HIGHEST PRICE WAS FOUND IN THE INNER CITY.

A LOW PRICE WAS NEVER FOUND IN THE VERY POOR OR LOW INCOME BLACK AREAS.

PRESCRIPTION SURVEY

PRESCRIPTION PURCHASED	TOTAL PRICE VARIATION	PRICE VARIATION IN ONE CHAIN	PRICE VARIATION IN ONE STORE OF ONE CHAIN
Librium 10mg, 30 caps.	\$1.72 - 6.00	\$4.25 - 3.24	\$4.07 - 3.75 \$4.07 - 3.34
Tetracycline 0.025, 12 caps.	\$.84 - 3.95	\$2.09 - 1.50	\$1.50 - 1.75
PRESCRIPTION PRICED			
Ortho Novum 2mg., 20 pills	\$1.01 - 3.00	\$2.59 - 2.40	
Darvon Compound 0.065, 12 caps.	\$.88 - 3.00	\$1.39 - 1.08	



MEAT SURVEY

MEAT SURVEY

Since the charge that inner city meat is poor quality was substantiated by the general grocery survey, it was decided to undertake a special survey on meat. Hamburger, 70% lean and 30% fat - minimum standards under Michigan law, was chosen as the common meat sample.

Method: Shoppers would buy the hamburger, and refrigerate it during transfer to Sacred Heart Seminary where Dr. Peter Warner, chemist, would direct the laboratory testing. The meat package was identified by store, purchaser, time, and then code labeled so that only laboratory technicians knew the store from which the meat was purchased. Each meat sample was tested within thirty minutes of purchase moment, and tested at least two times, with the plug sample extracted from the center of the package. If the tester observed that the hamburger was packaged in layers, then four tests were made to determine whether the layers indicated wide variations in freshness.

Spoilage was chosen as one of the major indicative measures of meat testing. Dr. Warner used Dr. James Jay's widely accepted test for meat spoilage: Extract Release Volume Detection of Meat Spoilage. According to Dr. Jay's test, the more distilled water that passes through the blended meat, the fresher it is. Meat is "poor" or spoiled if the water drained through the extract is below 30 millileters, "borderline" from 30-33 millileters, and "good" is above 34 millileters.

RESULT OF THE MEAT SURVEY

The majority of outer city and suburban chain stores sell hamburger testing very fresh, 51 millileters and higher, whereas 85% of the center city chains test below 51 millileters.

Hamburger testing poorly accounted for 8% of the total sampling of the central city, only 4% was found in the outer city and suburbs.

EXTRACT RELEASE VOLUME DETECTION OF MEAT SPOILAGE

1. Fold the round filter paper according to the diagram and place into the funnel.
2. Take a portion of meat from the center of the sample.
3. Set the sliding weights on your balance to 0 for the "hundreds" bar, 20 for the "tens," and to 5 on the "ones" bar. The meat is added in small quantities until the pointer swings freely. You now have approximately the 25 gram sample required for the test.
4. Distilled water is added to the glass cylinder until the 100 ml. mark is reached. The water is added to the blending cup, and the cylinder placed below the funnel spout.
5. The meat is added and blended for exactly two minutes and then the mixture is added to the filter paper in the funnel.
6. The mixture is allowed to drain for fifteen minutes. At this time, the cylinder is removed and the released volume of the extract is read.
good above 34 ml.
borderline 30-33 ml.
poor below 30 ml.

Fr. Cunningham

Mrs. Josaitis, at this time I would like to know generally what the attitudes of the women were in testing the meat. Did they all think of themselves as private detectives, or as one article in GROCERS' SPOTLIGHT put it, that this was a witch hunt. Do you find the attitude was one of a witch hunt. That they were out to catch stores?

Mrs. Josaitis

No, not at all. I did not feel at any time during this meat testing that the women were anything but happy when we would come up with a good sample of meat and sad when we came up with a poor sample. When we would find a store that stocked bad meat we were sad about it. Also when the women brought their meat in it was taken from them, stamped with a number, put in a refrigerator and then another woman was given that meat to test so that the purchaser did not necessarily test the meat. If the meat was bad we didn't want the women to know what store it was from. The only people that knew which stores tested poorly were Jerry Reisman and myself.

Fr. Cunningham

So there was clearly an effort to guard the stores, even those that tested poorly- to protect their reputation from these women. The attitudes of the women generally was to perform a service, a service to the community rather than to catch a particular store.

Mrs. Josaitis

The meat survey was conducted six days in a row. We did the first one on May 27th, the second one was the 28th, the third June 4th and the final one was June 6th. Now some of the stores were tested three, four and five times.

Fr. Cunningham

This insured that each store got a very fair test in cases where they may have carried meat over from Saturday to Monday and didn't have a shipment of fresh meat that the Monday test then would not really be the sole test by which they were graded.

Mrs. Josaitis

That's right.

Fr. Cunningham

Do you have any indication that some stores just sold bad meat as a policy.

Mrs. Josaitis

One store had bad meat four times.

Fr. Cunningham

Would it occur to you that in such a store the women would have noticed this and reported the store to authorities?

Mrs. Josaitis

It might have been turned in but one of the problems that the city has is that they do not have the help to conduct - or to run tests on the meat.

Fr. Cunningham

How do you know that the city does not have sufficient professional help and facilities for testing meat? How did you come to that conclusion.

Mrs. Josaitis

We approached the city and asked them for help on this and they told us that at that time they did not have the personnel and the second thing they told us that the test required a blender and that the city only owned one blender.

Fr. Cunningham

The City of Detroit which is so interested in the quality of meats that pass over the tables of our people has only one blender for the testing of meat? This is one of the reasons given for their inability to sufficiently test meat for spoilage in this city. How interesting.

MEAT TESTING

MAY 27TH	(MONDAY)	JUNE 4TH	(TUESDAY)
	11 WOMEN -- 11 SAMPLES		12 WOMEN -- 12 SAMPLES
MAY 28TH	(TUESDAY)	JUNE 6TH	(THURSDAY)
	17 WOMEN -- 17 SAMPLES		9 WOMEN -- 9 SAMPLES
JUNE 3RD	(MONDAY)	JUNE 7TH	(FRIDAY)
	11 WOMEN -- 11 SAMPLES		14 WOMEN -- 14 SAMPLES
TOTAL MEAT TESTING		74	

MEAT SPOILAGE TEST

		Excellent 51 + ml.	Good 34 - 50 ml.	Borderline 30 - 38 ml.	Poor 29 - 0 ml.
<u>CENTRAL CITY</u>					
20 Chains					
29 Independents	Chains	15%	80%	5%	0%
	Independent	17%	66%	3%	14%
	Total	16%	72%	4%	8%
<u>OUTER CITY</u>					
5 Chains					
1 Independent	Chains	60%	20%	20%	0%
	Independent	0%	100%	0%	0%
	Total	50%	33%	17%	0%
<u>SUBURBS</u>					
13 Chains					
6 Independents	Chains	46%	54%	0%	0%
	Independent	0%	83%	0%	17%
	Total	32%	63%	0%	5%

Fr. Cunningham

Mrs. Josaitis, you're the expert on meat and testing, you mentioned something about your trip through the chain stores and the tour led by the executive. You waived a signal about meat: will you tell us something about your excursions into the refrigerators and some of the things you found there? Perhaps some of the things in the stock rooms of these stores?

Mrs. Josaitis

In one particular store they had a large bin in the back and we found opened packages of hamburger dropped into this bin, also veal patties and just an assortment of meat thrown in along with fresh meat. Now we could come to our own conclusion. Was fresh meat going to be ground through with this?

Fr. Cunningham

The meat was all dumped together.?

Mrs. Josaitis

Yes in a large bin.

Fr. Cunningham

Did you ask the executive about this who was leading your tour?

Mrs. Josaitis

Yes, and unfortunately he was unable to give us any answers.

Fr. Cunningham

Did he say anything at all?

Mrs. Josaitis

He said he really didn't know what this was doing here and the meat man could get in trouble if he was going to blend it up together. But he did say that on occasion a meat man may do this.

Fr. Cunningham

So your tour guide was honest enough to admit that.

Mrs. Josaitis

Yes.

Fr. Cunningham

This is directly contrary to the policy. Apparently the meat was being left out there. Did they know you were coming to the store?

Mrs. Josaitis

Yes they did know we were coming. He had permission to take us through the stores and we had three runs.

Fr. Cunningham

This would be rather patent admission of violation of store policy, if they left that there and didn't count on your intelligent observance or they had been doing this rather frequently and thereby overlooked it.

Mrs. Josaitis

This would be the conclusion I would come to. I questioned it but he was not able to give me an answer.

Fr. Cunningham

Do you have any other criticism that you voiced at that time to this executive, in the way produce was handled or the way it was priced.

Mrs. Josaitis

I did notice the stock space was unbelievably small and the aisle was jammed with cartons and crates.

Fr. Cunningham

Did you make any observation about the way things were stocked?

Mrs. Josaitis

Yes, and his answer was, "We just don't have the room. We use all the available room possible. Those are just the conditions." I know that if I had to work in that particular store and had to take my coffee break in that dinky space in the back where there was only one chair and not enough space to sit down I would be very depressed.

Fr. Cunningham

The working conditions were very depressing. Would it affect the personnel in the store?

Mrs. Josaitis

Yes this is my feeling on it.

Fr. Cunningham

Okay, thank you.

A last word must be said for the generosity and dedication of the 403 men and women who shopped the survey, and the nearly 1000 volunteers who accomplished the many menial and professional jobs that brought the study to completion.

ACKNOWLEDGEMENTS

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DRUG AND MEAT SURVEY

MEAT SURVEY

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PHOTOGRAPHY

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LIST OF CHAIN & INDEPENDENT GROCERY STORES SURVEYED BY SUBCOMMUNITIES IN DETROIT.

<u>CHAIN STORES</u>	Burns & Sons Products 3863 Warren Detroit	<u>CHAIN STORES</u>	Black Store Co-op Linwood/Hagarth Detroit	Farmer Jack's Schaefer at Tireman Detroit	Packer's 4001 W. Eight Mile Detroit	D & C Market 20320 Schoolcraft Detroit
A & P Vernor Highway Detroit	Circus Good Myrtle & Roosevelt Detroit	A & P 5800 Michigan Detroit	Famous Foods 2550 Puritan Detroit	Wrigley's 4321 Oakman Detroit	Wrigley's 19150 Wyoming Detroit	G. K. John's Village Shoppe 19024 Grand River Detroit
A & P 5750 Grand River Detroit	Davis Market Moore Place/Roosevelt Detroit	A & P 6461 W. Warren/Livernois Detroit	Food Giant 2635 W. Davison Detroit	A & P 14120 Wyoming Detroit	<u>INDEPENDENT STORES</u>	Stan's Schoolcraft & Rutland Schoolcraft
A & P West Grand Blvd/Linwood Detroit	Gold Bell Market Warren/Vinewood Detroit	Kroger 5931 Michigan Detroit	King Cole 2441 Puritan/Baylis Detroit	A & P 16910 Schaefer Detroit	Chippewa Market 20056 Livernois Detroit	<u>CHAIN STORES</u>
A & P 1859 Cass Detroit	Lindy's 3227 Fourteenth Avenue Detroit	<u>INDEPENDENT STORES</u>	King Cole 40 Claimount Detroit	A & P 15200 Grand River Detroit	<u>CHAIN STORES</u>	A & P Eight Mile & Lahser Detroit
A & P 1520 Grand River Detroit	<u>CHAIN STORES</u>	Bob's Meat Market West Warren/Weatherley Detroit	Lindy's 2251 W. Davison Detroit	Farmer Jack's Schaefer & Lyndon Detroit	K-Mart 18211 Plymouth Rd. Detroit	A & P 17300 Greydale Detroit
A & P 4711 Grand River at Fourteenth Detroit	A & P 6121 Fort Street Detroit	<u>CHAIN STORES</u>	P & S Market 8907 Twelfth Street Detroit	Kroger 14020 Grand River Detroit	Kroger's 16941 Plymouth Detroit	A & P 3681 Gratiot Detroit
Kroger 1400 Grand River Detroit	A & P 5848 W. Vernor Detroit	A & P 4010 Puritan Detroit	Rite Way Super Market 8500 12th/Philadelphia Detroit	Wrigley's 14040 Greenfield Detroit	Packer's 20237 Plymouth Detroit	Chatham 22170 Grand River Detroit
Kroger 4814 Second Detroit	Bi-lo's 5685 W. Fort Detroit	A & P Puritan & Quincy Detroit	Sav Land 12th/Seward Detroit	Wrigley's 16870 Schaefer Detroit	<u>INDEPENDENT STORES</u>	Farmer Jack's 20200 W. Seven Mile Rd. Detroit
Great Scott Harper & Barrett Detroit	Farmer Jack's Vernor/W. Grand Detroit	A & P 3430 Joy Road Detroit	Spot-Light Market 555 Tireman Detroit	<u>INDEPENDENT STORES</u>	D & C Super Market 19535 Joy Road Detroit	Kroger's 20250 W. Seven Mile Detroit
Packers West Grand Blvd./Twelfth Detroit	Farmer Jack's Central & Pitt Detroit	Bi-Lo Oakman and Linwood Detroit	Vic's Super Market Tireman/Beechwood Detroit	Danny's 7434 Puritan Detroit	<u>CHAIN STORES</u>	<u>INDEPENDENT STORES</u>
Packers Grand River/Trumbull Detroit	Great Scott 7033 W. Fort Detroit	Farmer Jack's Livernois/Lyndon Detroit	<u>CHAIN STORES</u>	<u>CHAIN STORES</u>	Great Scott Fenkell & Grand River Detroit	Corner Grocery 21358 Clarita Detroit
Packers 3429 Grand River Detroit	Packer's West Fort at Cavalry Detroit	Kroger 8007 Second Detroit	A & P 8355 Plymouth/Grand River Detroit	A & P 15025 W. Seven Mile Detroit	Great Scott 18445 Grand River Detroit	<u>CHAIN STORES</u>
Packers Trumbull/Myrtle Detroit	<u>INDEPENDENT STORES</u>	Wrigley's Dexter-Joy Detroit	<u>CHAIN STORES</u>	Farmer Jack's 13877 E. Eighth Mile Detroit	Kroger 18551 Grand River Detroit	A & P 3681 Gratiot Detroit
<u>INDEPENDENT STORES</u>	Lindy's Super Market 2545 S. Schaefer Detroit	<u>INDEPENDENT STORES</u>	A & P 8749 Joy Rd. Detroit	Kroger 10610 W. McNichols Detroit	<u>INDEPENDENT STORES</u>	A & P 1351 Gratiot Detroit
Big Top Vinewood/W. Warren Detroit	<u>INDEPENDENT STORES</u>	Asher's 8535 Grand River Detroit	Bi-Lo's 10431 Grand River Detroit	Kroger's 20501 Livernois Detroit	Boyce Market 14238 Evergreen Detroit	

CHAIN STORES

Farmer Jack's
Bellvue & Gratiot
Detroit

Farmer Jack's
6561 Bellvue
Detroit

Kroger's
2259 E. Palmer
Detroit

Wrigley's
Broadway (downtown)
Detroit

INDEPENDENT STORES

Joseph's Market
5047 Beaubien
Detroit

Sunshine Market
3435 Brush
Detroit

CHAIN STORES

A & P
1577 E. Grand Blvd.
Detroit

A & P
John R. & Hollbrook
Detroit

Farmer Jack's
E. Grand Blvd./Mt. Elliott
Detroit

INDEPENDENT STORES

Lucky Strike Markets
8410 Woodward & E. Euclid
Detroit

CHAIN STORES

A & P
4929 E. McNichols
Detroit

A & P
Seven Mile & Conant
Detroit

CHAIN STORES

A & P
30 E. Eight Mile
Detroit

A & P
Seven Mile & Conant
Detroit

Bi-Lo's
1930 E. Eight Mile
Detroit

Farmer Jack's
Six Mile & Dequindre
Detroit

Farmer Jack's
201 E. McNichols
Detroit

Great Scott
2020 E. Eight Mile
Detroit

Great Scott
8 Mile & Dequindre
Detroit

INDEPENDENT STORES

Arnolds Meat Market
2839 E. Seven Mile
Detroit

Conant & Garden Market
18563 Ryan Road
Detroit

Davis
Conley & Nevada
Detroit

Farmer Food Market
2510 Nevada E.
Detroit

CHAIN STORES

A & P
10006 W. Eight Mile
Detroit

Chatham
Eight Mile & Gratiot
Detroit

Farmer Jack's
Seven Mile 12701 E.
Detroit

CHAIN STORES

Great Scott
12021 Harper
Detroit

Great Scott
14033 Maddelein
Detroit

Kroger
8720 E. Seven Mile
Detroit

Wrigley's
13499 Harper
Detroit

A & P
Houston-Whittier/Queen
Detroit

Chatham
11426 Kelly Rd.
Detroit

Kroger
Whittier & Kelly
Detroit

Kroger's
18870 Mack Ave.
Detroit

Packers
12421 Hays
Detroit

Wrigley's
17170 Harper
Detroit

A & P
7802 Mack
Detroit

A & P
10520 Mack
Detroit

A & P
14815 E. Jefferson
Detroit

Farmer Jack's
Kercheval and Alter
Detroit

Packer's
Gratiot & E. Grand Blvd.
Detroit

INDEPENDENT STORES

K & G Market
Kercheval
Detroit

LIST OF CHAIN & INDEPENDENT GROCERY STORES SURVEYED BY THE SUBURBS.

<u>CHAIN STORES</u>		<u>CHAIN STORES</u>		<u>CHAIN STORES</u>	<u>CHAIN STORES</u>	<u>CHAIN STORES</u>	<u>HUNTINGTON WOODS</u>	<u>CHAIN STORES</u>
<u>ALLEN PARK</u>	Wrigley's 855 Hunter Blvd. Birmingham	<u>DEARBORN</u>	Chuck & Ann's 6203 Chase/Hemlock Dearborn	<u>EAST DETROIT</u>	<u>FERNDALE</u>	<u>HAMTRAMCK</u>	Farmer Jack's 26020 Coolidge Huntington Woods	<u>LIVONIA</u>
A & P 23150 W. Outer Dr. Allen Park	Wrigley's Telegraph & Maple Birmingham	A & P 20125 Ann Arbor Tr. Dearborn	Dearborn Public Market 22065 Michigan Dearborn	Farmer Jack's 13877 E. Eight Mile East Detroit	A & P 481 W. Nine Mile Ferndale	Bi-Lo 2660 Halbrook Hamtramck	<u>INKSTER</u>	A & P 31501 Joy Rd. Livonia
A & P 15819 Southfield Allen Park	<u>INDEPENDENT STORES</u>	A & P 13250 Ford Rd. Dearborn	Matt's Market 3633 Telegraph Dearborn	Lawson's 15100 Ten Mile/Valley East Detroit	Farmer Jack's 430 W. Nine Mile Ferndale	Great Scott 12402 Conant/Garvin Hamtramck	Bi-Lo Michigan & Middlebelt Inkster	A & P 38000 AnnArbor Rd. Livonia
Farmer Jack's 14540 Southfield Allen Park	<u>BIRMINGHAM</u>	A & P 22511 Michigan Dearborn	Myjak's 6200 Chase & Hemlock Dearborn	<u>CHAIN STORES</u>	<u>CHAIN STORES</u>	<u>INDEPENDENT STORES</u>	Kroger's 27301 Cherry Hill Inkster	A & P 33503 Five Mile Livonia
Packer's 15411 Southfield Allen Park	Fisher's Market 1248 S. Woodward Birmingham	A & P 22511 Michigan Dearborn	Pantry Supermarket 3031 Telegraph/Princeton Dearborn	<u>FARMINGTON</u>	<u>GARDEN CITY</u>	<u>HAMTRAMCK</u>	Pure Food 9325 Jos. Campau Hamtramck	Bi-Lo Plymouth/Farmington Livonia
Wrigley's 1555 S. Fort Allen Park	Peabody's Market 154 S. Hunter Blvd. Birmingham	Chatham 25200 VanBarn/Beech Dearborn	<u>CHAIN STORES</u>	A & P 29335 Orchard Lake Farmington	A & P 31501 Joy Rd. Garden City	Pure Food 8901 Jos. Campau Hamtramck	<u>LINCOLN PARK</u>	Chatham 31300 Five Mile/Merriman Livonia
<u>INDEPENDENT STORES</u>	Quarton Market 1744 W. Maple Birmingham	Farmer Jack's 22060 W. Outer Drive Dearborn	<u>DEARBORN HEIGHTS</u>	A & P Thirteen Mile/Middlebelt Farmington	Farmer Jack's 8244 Merriman Rd. Garden City	Pure Food 25855 Ford Rd. Garden City	A & P 3901 Fort Lincoln Park	Farmer Jack's 27451 Schoolcraft Livonia
<u>ALLEN PARK</u>	Virginia Market 608 S. Woodward Birmingham	Farmer Jack's 14001 Telegraph Dearborn	A & P 27335 W. Warren Dearborn Heights	Farmer Jack's 33330 Farmington Rd. Farmington	Kroger's 10355 W. Warren Garden City	Neighborhood Store Edwin/Lumpkin Hamtramck	Kroger's 2025 Fort St. Lincoln Park	Farmer Jack's 29505 Plymouth Rd. Livonia
Denny's Den 18641 Ecorse at Kolb Allen Park	<u>CHAIN STORES</u>	Kroger's 10355 W. Warren Dearborn	A & P 25625 Joy Dearborn Heights	Great Scott 24065 Orchard Lake Farmington	<u>CHAIN STORES</u>	<u>CHAIN STORES</u>	Wrigley's 1555 Fort Lincoln Park	Farmer Jack's 56622 W. Five Mile Livonia
<u>CHAIN STORES</u>	A & P 3600 W. Maple Bloomfield Hills	Kroger's 15325 Michigan Ave. Dearborn	A & P 8645 N. Telegraph Dearborn Heights	Great Scott 32930 Middlebelt Farmington	<u>CHAIN STORES</u>	<u>HARPER WOODS</u>	Wrigley's 3760 Fort Lincoln Park	Farmer Jack's 29580 W. Seven Mile Livonia
<u>BERKLEY</u>	A & P 2624 Eleven Mile Berkley	Kroger's 23001 Michigan Dearborn	Chatham 25200 VanBarn Dearborn Heights	Kroger's 31530 Grand River Farmington	<u>GROSSE POINTE WOODS</u>	Chatham 24900 Kelly/Woodland Harper Woods	Wrigley's 3760 Fort Lincoln Park	Farmer Jack's 29580 W. Seven Mile Livonia
A & P 2624 Eleven Mile Berkley	A & P 2522 Woodward Bloomfield Hills	Wrigley's 22541 Michigan/Military Dearborn	Great Scott 4007 Pelham Dearborn Heights	Kroger's 18870 Mack Grosse Pointe Woods	Farmer Jack's 20382 Mack Grosse Pointe	Farmer Jack's 19230 Harper Harper Woods	<u>INDEPENDENT STORES</u>	Great Scott 29475 W. Seven Mile Livonia
<u>CHAIN STORES</u>	<u>CHAIN STORES</u>	<u>INDEPENDENT STORES</u>	Packer's 23200 VanBarn Dearborn Heights	Kroger's 23200 Mack Grosse Pointe Woods	Farmer Jack's 16919 Kercheval Grosse Pointe Woods	<u>INDEPENDENT STORES</u>	Food Basket 20915 Mack Harper Woods	Great Scott 29250 Plymouth Rd. Livonia
<u>BIRMINGHAM</u>	<u>CLAWSON</u>	<u>DEARBORN</u>	A & P 8645 N. Telegraph Dearborn Heights	Wrigley's 19231 Mack Grosse Pointe Woods	Kroger's 16919 Kercheval Grosse Pointe Woods	<u>HARPER WOODS</u>	<u>CHAIN STORES</u>	Wrigley's 17200 Farmington Rd. Livonia
A & P 555 S. Adams Birmingham	A & P 1241 W. Fourteen Mile Clawson	Blue Bird Market 1952 Monroe/Military Dearborn	Chatham 25200 VanBarn Dearborn Heights	<u>INDEPENDENT STORES</u>	Wrigley's 19231 Mack Grosse Pointe Woods	<u>HARPER WOODS</u>	<u>HIGHLAND PARK</u>	Wrigley's 29504 W. Seven Mile Livonia
Kroger's 3675 W. Maple Birmingham	Kroger's 1129 W. Fourteen Mile Clawson	Bruno's Food Market 3807 Monroe Dearborn	<u>CHAIN STORES</u>	<u>FARMINGTON</u>	<u>INDEPENDENT STORES</u>	<u>HARPER WOODS</u>	A & P Sears Avenue Highland Park	
Kroger's 725 E. Maple Rd. Birmingham	Packer's Thirteen Mile/Stephenson Clawson	<u>DRAYTON PLAINS</u>	A & P Dixie Highway and Drayton Deayton Plains	Hunt's Market W. Grand River Farmington	<u>GROSSE POINTE WOODS</u>	<u>CHAIN STORES</u>	Wrigleys 12647 Hamilton Highland Park	
					Roslyn Market 21020 Mack Grosse Pointe Woods			

LIST OF DRUGS STORES SURVEYED IN DETROIT

DRUG STORES - CITY			
Cunningham's	Mills Rexall 4647 Mt. Elliott Detroit	Towar Drugs 12700 Grand River Detroit	Great Lakes Pharmacy 14938 Harper Detroit
W. Fort and Campbell	Cunningham's Grand River at Fenkell Detroit	Crowley Milner Farmer & Gratiot Detroit	
Bankowski Pharmacy 5623 Michigan Detroit	K-Mart Drugs 18211 Plymouth Detroit	Keystone Drugs 5153 E. Seven Mile Detroit	
Nelson's Prescription Lab. 3870 W. Warren Ave. Detroit	Chippewa Drug 20078 Livernois Detroit	Keystone Drugs 5153 E. Seven Mile Detroit	
Cunningham's Houston & Hays Detroit	Wrigley Drugs 10010 W. Seven Mile Detroit	AAA Discount Drugs 15226 Grand River Detroit	
H. J. Bangs Prescriptions 14612 E. Seven Mile Detroit	Delta Drugs Seven Mile & Meyers Detroit	Cunningham's Greenfield and Fenkell Detroit	
Cunningham's 7 Mile & Conant Detroit	Curtis Drugs Curtis at Wyoming Detroit	Ringler 18548 Schoolcraft & Greenville Detroit	
Liles Pharmacy 2301 Puritan Detroit	Cunningham's Seven Mile & Livernois Detroit	Merrill Drug Store Greenfield & Puritan Detroit	
State Prescriptions 10680 Grand River Detroit	Cunningham's W. Vernor & Springwells Detroit	Kents Drugs 18451 Grand River at Fenkell Detroit	
Eaton Pharmacy 14812 Livernois Detroit	Southwestern Drugs 7073 W. Fort Detroit	Lindsay Drug Co. 17256 W. Seven Mile Detroit	
Kaner Drugs 8560 Grand River Detroit	Dot Discount Chalmers & Mack Detroit	Seven Mile Pharmacy 4703 E. Seven Mile Detroit	
Cunningham's 12 and Blvd. Detroit	Grands Package Drug Helen at Lafayette Detroit	VanDyke Medical Pharmacy 19436 VanDyke Detroit	
Lewis Drug Co. 11505 Hamilton Detroit	Kaplan Drugs 12700 E. Jefferson Detroit	Whitlow Drugs 18509 Conant Detroit	

LIST OF DRUGS STORES SURVEYED BY SUBURBS

<u>ALLEN PARK</u>	Beverly Hills Drugs 1998 Southfield Birmingham	<u>EAST DETROIT</u>	Jack's Drugs 25011 Ford Road Dearborn	Barbas Drugs 23306 Farmington Rd. Farmington	<u>HUNTINGTON WOODS</u>	<u>MT. CLEMENS</u> Arnold's Discount S. Grotiot near Metro Beach Mt. Clemens	Marty's Pharmacy 10800 W. Nine Mile Oak Park	<u>SOUTHGATE</u>
Garrard Drugs 8467 Park Allen Park	Wesley's Drug 100 W. Fourteen Birmingham	Tuscary Drugs E. Nine Mile E. Detroit	Dearborn Pharmacy 22691 Michigan Dearborn	<u>FERNDALE</u>	McMillan Drugs 26826 Coolidge Huntington Woods.	<u>ST. CLAIR SHORES</u>	Bennett Pharmacy 1801 S. Main Pleasant Ridge	Northline Drug 13894 Northline Southgate
Allen Park Drugs 5528 Allen Road Allen Park	Bi-Lo Discount 6565 N. Telegraph Birmingham	Thrifty Discount Center Pharmacy 19100 E. Ten Mile E. Detroit	Sutton's Pharmacy 18518 W. Outer Dr. Dearborn	Bryce Pharmacy 22830 Woodward Ferndale	Federal's Drug Dept. 8 Mile at Dequindre Hazel Park	Al's Drug Store 24840 Harper St. Clair Shores	Femdale Pharmacy 22752 Woodward Ferndale	Cassidy Drug 14931 E. Ten Mile Warren
Revco 15863 Southfield Allen Park	Sherman Drugs 3669 W. Maple Birmingham	Cassidy Drugs 14931 E. Ten Mile E. Detroit	Arrow Drugs 10839 W. Warren Dearborn	F & M Pharmacy 221 W. Nine Mile Ferndale	VIP Discount Drug 24245 Harper St. Clair Shores	Barry Drug Co. 4274 W. Woodward Royal Oak	Hunter's Pharmacy 321 Main Rochester	Day Rexall Drugs Eleven Mile & Hoover Warren
Andy's Pharmacy 9803 Reeck Road Allen Park	Revco 193 W. Maple Birmingham	Hennessy's Pharmacy 20803 Brack E. Detroit	Barbas Drugs 5660 Schaefer Dearborn	<u>GROSSE PT. FARMS</u>	Inkster Pharmacy 27444 Michigan Inkster	<u>REDFORD HTS.</u>	Cunningham's Schoolcraft & Telegraph Redford Hts.	Arnold's 11569 E. Twelve Mile Warren
<u>BERKLEY</u>	Lowen Drug 75 W. Maple Birmingham	Dale Drug 14344 E. Nine Mile E. Detroit	Begley Pharmacy 24951 W. Warren Dearborn	Rand Drugs 18404 Mack Grosse Pt. Farms	Lucas 27309 Michigan Inkster	<u>WESTLAND</u>	<u>TAYLOR</u>	Revco 13859 E. Eight Mile Warren
Nellie Davis 12 Mile and Coolidge Berkley	<u>BLOOMFIELD HILLS</u>	Loveland Pharmacy 4030 Jefferson A. Ecorse	Imperial City 8505 W. Warren Dearborn	Burke's Rexall 31406 Ford Rd. Garden City	Cunningham's Cherry Hill Plaza Inkster	Sentry Drugs 8240 Michigan Westland	Dandy Drug 8232 S. Telegraph Taylor	Model Drug 4547 E. Eight Mile Warren
Baker's Drugs 2600 W. Twelve Mile Berkley	Arnold's Pharmacy 2548 N. Woodward Bloomfield Hills	<u>DEARBORN</u>	Sullivan Drugs 14301 Ford Rd. Dearborn	Vanoy Drugs 32580 Cherry Hill Garden City	<u>LINCOLN PARK</u>	Arnold's Drugs Wayne Rd. At Cherryhill Westland	Federal's 22625 Ecorse Taylor	Berlin Pharmacy 4859 E. Nine Mile Warren
<u>BIRMINGHAM</u>	Ed Downing Pharmacy 2110 Walnut Lake Rd. Bloomfield or W. Bloomfield T CLAWSON	Henry's Drug 25551 VanBorn Dearborn	Jack's Drugs 25011 Ford Rd. Dearborn	Garden City Pharmacy 28856 Ford Rd. Garden City	Grove Drugs 3897 S. Fort Lincoln Park	<u>PLYMOUTH</u>	Allard Drugs 20212 Ecorse Taylor	Adams Drugs 31830 Maund Warren Cunningham's 29170 Van Dyke Warren
Wabeek Pharmacy 296 W. Maple Rd. Birmingham	Sanford Drugs 14 Mile & Crooks Clawson	Cunningham's Drugs 23115 Michigan Dearborn	D & C Drugs 26433 Plymouth Dearborn	<u>HARPER WOODS</u>	Sav-Way Drugs Fort St. and Southfield Lincoln Park	Beyer Rexall Drugs 480 N. Main Plymouth	Sentry Drugs 22385 Ecorse Rd. Taylor	Henry's Drug Store 22352 Goddard Taylor
Birmingham Drugs 1220 S. Woodward Birmingham	Class Pharmacy 2 S. Main Clawson	Oxford Pharmacy 2601 S. Telegraph Dearborn	<u>FARMINGTON</u>	Kaycee Harper - Bournemouth Harper Woods,	<u>MADISON HEIGHTS</u>	Peterson Drug 840 W. Ann Arbor Tr. Plymouth	Henry's Drug Store 22352 Goddard Taylor	<u>TROY</u>
Dandy Drugs 31215 Southfield Birmingham	<u>DEARBORN HEIGHTS</u>	Greco 1150 N. Telegraph Dearborn	Samar's 27488 Grand River Farmington	Cunningham's Eastland Center Harper Woods	Karps 27137 John R. Madison Heights	<u>NORTHVILLE</u>	Gunsell Drug Store 102 E. Main Northville	Perry Pharmacy 2870 Maple Rd. Troy
Eaton Pharmacy 221 N. Eaton Birmingham	Tri-Daly Drugs Beech-Daly at Ford Rd. Dearborn Hts.	Truedell 5717 Schaefer Rd. Dearborn	Smith Rexall Drugs 27702 W. Eight Mile Farmington	Park Crest Pharmacy 19958 Harper Harper Woods	Eli's Pharmacy 25041 John R Madison Heights	Gunzell Drug Store 102 E. Main Northville	<u>OAK PARK</u>	Fairlane Discount Drugs 26704 Ryan Warren
Mill's Pharmacy 1740 W. Maple Birmingham	Tri-Daly Drugs Beech-Daly at Ford Rd. Dearborn Hts.	Joy-Tel Drug 23913 Joy at Telegraph Dearborn Heights	Cunningham's 13614 Grand River Farmington	Gene Kay Pharmacy 29075 Dequindre Madison Heights	Wyan Drug 30785 Stephenson Madison Heights	Hammerstein's Drug Nine Mile & Coolidge Oak Park	Sterling Drugs 30834 Schoehnerr Warren	Dawlings Drug 3620 S. Wayne Rd. Wayne
								Revco 3111 Biddle Ave. Wyandotte

BORMAN FOOD STORES, INC.

P. O. BOX 446

DETROIT, MICHIGAN 48232

Rev. William T. Cunningham

May 28, 1969

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OFFICE OF THE
PRESIDENT

May 28, 1969

Rev. William T. Cunningham
Focus: Summer Hope
2701 West Chicago Boulevard
Detroit, Michigan 48206

Dear Father Cunningham:

I appreciate the opportunity you have extended to me to express my views as a representative of the supermarket and drug store industries on Consumer Study, Focus: Hope 68. Some of the criticisms, because they are true, are bitter reminders to us in the retail trade that a better job controlling and following up company policies of fairness, convenience, cleanliness and courtesy is needed. Some of the criticisms conveniently avoid recognition of factual problems of doing business in the inner city, and here too is a reminder that we in the retail trade have failed to successfully communicate our problems to the public.

While the expertise of the consumer research and the methodology of the study may be open to question by professional statisticians, as a businessman I recognize that inner city consumers do have real problems and that chains can and should help to solve these problems. Worthwhile considerations might be:

1. Major commitments by chains to open units in the inner city of Detroit can be made despite higher land, building, insurance and operating costs.
2. With these units, additional supervision and manager job opportunities will become available, even though our company, as

well as the other chains, has been occupied in training programs for the underemployed and unemployed for many years.

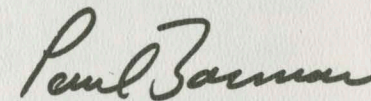
3. Programs to teach the poor how to spend their food dollars wisely can be created.

and 4. Shuttle service for those with no transportation might be provided.

Programs such as these can be undertaken only so long as we can reasonably expect some return on the investment we make. We have only a slim margin for error -- net profits, after taxes, for the supermarket chain over the last nine years have ranged from a high of 1.41¢ per dollar sale in 1964-1965 to .099¢ per dollar sale in 1967-1968.

Again, thank you Father Cunningham for giving me this opportunity. Borman's, Inc., as well as the other chains, want to do better. We are willing and eager to move forward to further a healthy City of Detroit.

Sincerely,



Paul Borman
President

PB:mv

Additional copies of this survey may be purchased from Focus: HOPE, Inc.
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