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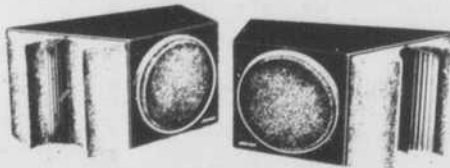
Continued from Page 7B

| | McKays Market | | Fred Meyer | | Albertsons | | Walmart Food Stores | | Safeway |
|---------------------------|---------------|---------|------------|---------|------------|------------------|---------------------|---------|---------|
| | regular | generic | regular | generic | regular | generic | regular | generic | regular |
| Bleached flour 5 lbs. | \$1.15 | | \$1.05 | 1.88 | \$1.29 | 1.88 | \$1.15 | | \$1.05 |
| Head Lettuce | .69 | | .59 | | .59 | | .48 | | .59 |
| Peanut Butter 36 oz. | 4.39 | 2.99 | 2.89 | 2.99 | 3.49 | 2.99 | 3.29 | 2.49 | 4.35 |
| White Bread | .59 | | 3/.99 | | .65 | | .69 | | 2/1.00 |
| Whole Milk half gallon | 1.05 | | 1.05 | | 1.05 | | .98 | | 1.05 |
| Eggs medium doz. | .75 | | .73 | | .79 | | .69 | | .76 |
| Sugar 5 lbs. | 1.79 | | 1.79 | | 1.95 | | 1.70 | | 1.89 |
| Cooking Oil 24 oz. | 1.24 | 1.09 | 1.12 | 1.05 | 1.19 | 1.77 (38 oz.) | 1.07 | | 1.12 |
| Margarine 1 lb. | .53 | .47 | .39 | .48 | .62 | .49 | .46 | .43 | .47 |
| Potatoes 5 lbs. | .69 | | .69 | | .99 | | .88 | | .79 |
| Totals | 12.87 | | 10.63 | | 12.61 | | 11.39 | | 12.57 |

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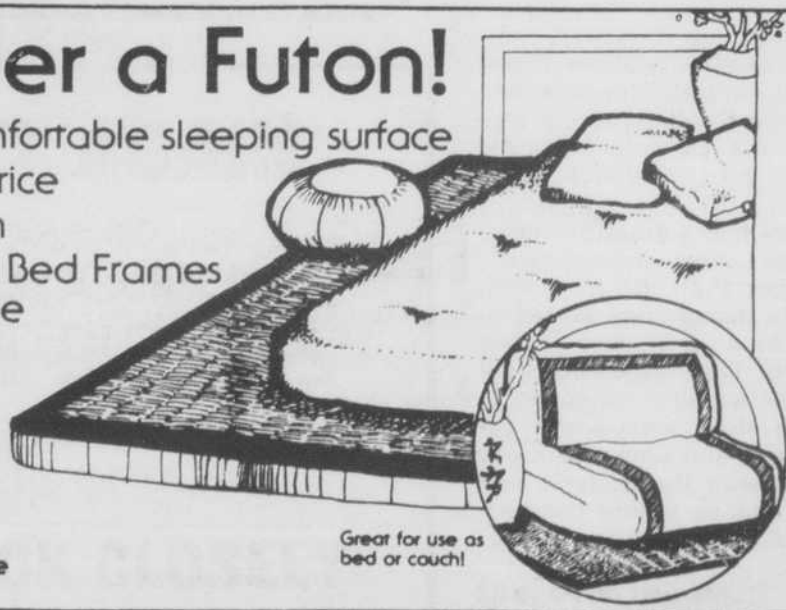
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Generic packaging fights 'name' brands

By BARBARA HICKS

Since the 1977 introduction of generic packaging coupled with high volume warehouse-style supermarkets that reduce services to cut prices, American supermarkets and manufacturers have been obliged to change the way they package and sell goods.

This trend, described by Business Week Magazine (March 23, 1981) as a "wave of no-thrills retailing," has led to a noticeable reduction in the number of name brands sold in stores.

To combat this situation, many leading brand manufacturers, such as Borden, Scott Paper, Union Carbide, and Glad, have begun making generic products, often selling in competition with their own products. This is why, when asked where generics come from, an employee at Fred Meyer Food Store in Springfield

declined to answer, and chose to remain unidentified.

The employee did, however, say that he believes generics tend to be "standard grade or better," comparable to the store brands. A supermarket might buy generics from one company for several months, then switch. Thus, quality is not always consistent in a particular item, according to the Fred Meyer employee.

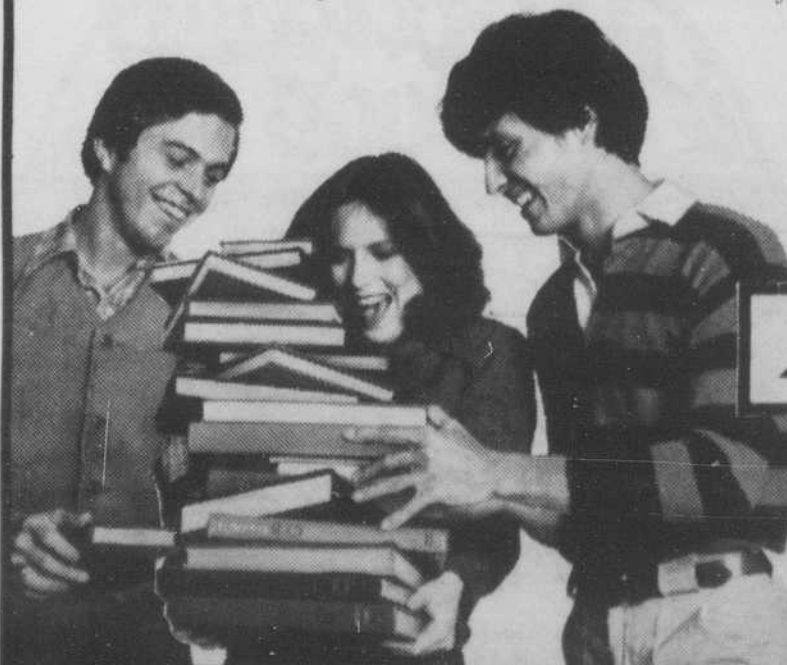
The combination of generic items and limited services came from Europe in 1977 via a German chain, Albrecht Group, which opened up its first Aldi store in the Midwest. Aldi stocked 500 items in contrast to 12,000 items in a comparable American-style store.

It was only a few months later that a Chicago-based American firm, Jewel Company, picked up on Aldi's apparent success and began making the nation's first line of generic products.

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