

A&P opens new FutureStore in plaza

By Carolyn DeMarco
staff writer

One of the first two A&P FutureStores in Michigan opens at 8 a.m. Thursday, Dec. 3, in West Bloomfield.

The 24-hour, 40,000-square-foot West Bloomfield facility is at 33000 14 Mile and Farmington roads in the new Sinsbury Plaza. Another store opens simultaneously in Canton. Tom Montgomery, vice president and general manager of Michigan

stores, said each store will employ 150 persons, with department heads transferring in from other stores. Walt Moore, formerly of the Novi A&P store, is store manager. Montgomery said FutureStore is a concept test-marketed in New York

City, which is radically different from the traditional A&P.

FUTURESTORE DESIGNS feature black and white interiors. "The eye focuses away from the building and on the product," Montgomery said, "as in fine department stores. We are understating the design and focusing on the product. That's the most striking difference."

Montgomery said the store is service-oriented with an island of deli, bakery, cheese, gourmet coffee, and other special products in the center of the store. "It's a market on the square concept," he said. "Customers are looking for more services we found. Our new departments are based on research of what customers want."

He said research indicated a need for a floral department with custom-made arrangements, fresh fish, and an expanded produce department. More than \$50 produce items will be stocked, including out-of-season produce. A service meat counter is also in place. All special service departments are open from 9 a.m. to 9 p.m. An expanded line of groceries is also planned including imported pastas and caviar.

AN EXTENSIVE line of kosher products throughout the West Bloomfield store is planned. "Our research shows the region to be 40-50 percent Jewish," he said. "The store will reflect this throughout — in the fish department, card selection. We'll appeal to both segments." Montgomery said the Orchard

Lake Road store in Orchard Lake will not be affected by the opening. "In fact, we plan to start a renovation project there in January which should be completed in March." A deli and interior refurbishment is planned for the 20,000-square-foot store.

"It's been a good store for us," Montgomery said. "It provides a service in that area. It's done well for us. We plan to reinvest."

West Bloomfield has three other major supermarkets: Farmer Jack in Old Orchard shopping center, Orchard Lake Road south of Maple; Shopping Center Market in Orchard Mall, Orchard Lake Road north of Maple; and Krogers in the old Pine Lake Mall, currently being renamed Crosswinds, Orchard Lake Road at Lone Pine.



Going up

Christmas season decorations went up last week at Alexander Hamilton Life Insurance Co. of America's corporate headquarters in Farmington Hills. From left are James Dorrell, assistant vice president of corporate facilities,

and Vernon Lunn, senior vice president for corporate services and human resources. They supervised installation of the annual decorations.

Museum has highs and lows

This year has brought many gains to the Farmington Historical Museum.

With the receipt of the Michigan State Equity Grant earlier this year, plans were completed to upgrade the electrical service in the mansion and add electrical service to the Carriage House.

With the completion of that contract, it will allow future additions of needed equipment in the museum and increased usage of the Carriage House. The first use of the Carriage House was for the dispensing of hot drinks for the Jaycee Tree Lighting Ceremony Nov. 22.

Also finished was the placing of paving brick to complete the circular driveway and area in front of the Carriage House. The appearance of

the drive area was enhanced as well as providing a safer walking and parking area.

Inside the museum, an addition was the Oriental runner complete with brass retainers that was placed on the front stairway, a gift of the Farmington Historical Society given in memory of Francis Hunt.

A gift from the Quakertown Quakers enabled the museum to secure Victorian window treatment for the drawing room. Swags have been ordered but have not yet arrived for installation. They were secured with

the assistance and guidance of Mary Stolberg of Village Designs Inc.

The losses were the succumbing to Dutch Elm disease of the three large elm trees in the gardens and the death of a maple tree at the rear of the Carriage House. It has been estimated that the three elm trees predated the construction of the Warner house in 1887. While these trees cannot be replaced, it is planned that some type of replacement tree will be planted to provide shade for the gardens for the pleasure of future generations.

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