

STREET SCENE

Inside **S²**
M — Go Blue

Canada geese flying south is a rite of fall, just like 100,000 people converging on Ann Arbor for an afternoon of football. But what's the best way to get there? M-147 U.S. 231 Plymouth Road? Street Scene asked a few die-hard fans and you can hear what they think on Page 6D.

The Observer & Eccentric Newspapers

Monday, October 10, 1988 O&E

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Today, tomorrow and 'super' stores

By Diane Gale
staff writer

It used to be you went to the corner grocery to pick up a loaf of bread. Now, you can go to pick up a date.

You can still find that loaf of bread in today's "future" and "super" stores, that is, if you aren't distracted by neon lights, nutrition centers, bakeries, service centers and floral shops.

A lot has happened from 20 years ago when grocery stores just sold food and the only side benefit was hearing the latest neighborhood gossip.

"Food stores have changed over

the last 20 years as dramatically as the car," said Ray Reed, Kroger Michigan advertising manager. "I wouldn't just call them a grocery store. Those days are gone."

There was a time when grocery shoppers put on their best clothes to do the week's food shopping.

"Supermarkets used to be a social center," said Ryan Mathews, senior associate editor of Grocery Marketing, a monthly industry publication circulated nationally. "They went to be seen, to gossip, to chat."

"Life has sped up and taken away that kind of gentility. Now when you have that, you have to structure it for them like the singles' night."

GROCERY STORES compete

among themselves and with restaurants for the food dollar, said Bobby

McKennon, Michigan Grocers Association director of communications.

It does pay to scan

If you thought double coupons were a good deal, you might be interested in a state law that could put up to \$5 in shoppers' pockets.

If a computer scanner makes a mistake and you find it later, the difference plus a penalty charge is the reward for being an observant shopper.

The Item Pricing Law of 1985

ensures most merchandise have a price affixed to them. And if an electronic scanner records a price overcharge, the business must pay a penalty fee, said Christine Bailey, Michigan Consumer Council information specialist.

IF THE consumer brings it to

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This competition gave birth to consumer surveys, color coordinated produce, gourmet food sections, service centers, bags delivered to your car, salad bars, video centers, bakeries, delis, floral departments and wheelchairs for handicapped shoppers — more than anyone could have imagined in yesteryear's corner store.

"Grocery stores are forever trying to get people to like them," Mathews said. "And the fact is that people don't like them."

GETTING PEOPLE to like them better in the early 1980s was essential for the people at A & P, because they faced "big financial trouble,"

said Tom Montgomery, A & P general manager.

The solution, they thought, was the creation of upscale A & P Future Stores and the good buys at A & P Sav-A-Centers.

A quaint, red brick colonial building was A & P's trademark in the 1960s and '70s. They're a far cry from the sleek, we've-got-everything Future Stores in West Bloomfield and Canton.

THE GREAT Atlantic and Pacific Tea Company Inc. isn't the only major grocery chain changing its image.

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R.U. Syrius

Karlos Boamey

GREAT MOMENTS IN HISTORY:



Mahatma Gandhi gets kicked over by a sacred cow.

Take the side road to Michigan City

By Iris Sanderson Jones
contributing travel editor

MICHIGAN CITY, IND.: You pass the signs every time you drive west to Chicago: Stevensville, Bridgman, New Buffalo, Michigan City, Indiana Dunes National Lakeshore. If you are like me, you plan to stop "some day" and see what is down those side roads leading away from Interstate-94.

"Some day" never comes, so I decided not to go all the way to Chicago. Instead I drove west and followed the first law of travel: Get off the main road. That's how I found myself on the beach at Michigan City, Ind., just south of the Michigan border.

It was a brisk autumn morning, and Lake Michigan rolled in white-capped ridges to the glorious sand beach that follows this whole lakeshore southwest beyond Indiana Dunes National Lakeshore and northwest into Michigan's beach communities.

Only sea gulls embathed in cool weather, but the fishermen were out, lining the pier to the historic old

lighthouse and the sandy shoreline of the sheltered marina inside the breakwater.

The high chimneys of a power

company made their own skyline beyond that, reminding me that industry has always been very heavy along this strip of Indiana shoreline.



MICKY JONES

A popular activity on the sand dunes of the Indiana Dunes National Lakeshore is hang gliding.

One of the country's largest dunes, the 200-foot-high Hoosier Slide, stood right on this spot when Isaac Eliason bought the whole area for \$1.25 an acre in 1833.

The dune was a landmark for Indians and early explorers, but it was also worth money. Thirty carloads of sand were shipped out every day for 30 years and by 1920 the great dune was gone.

THIS WHOLE wonderful waterfront might be gone too except for a former mayor who secretly bought the land, parcel by parcel, and then gave it to the city. He created Washington Park, a 90-acre lakefront, with its beaches, public marina, fishing pier, lighthouse museum and small zoo.

The waterfront is one of three good reasons to stop in Michigan City. The other two are Lighthouse Place, a fabulous outlet mall for shoppers, and Indiana Dunes National Lakeshore.

The whole Indiana lakeshore

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