

Orchard 10 Market

Making food shopping what it used to be



By Loraine McClish
staff writer

Don Hillier says he runs his business with a philosophy that comes from an early Edgar A. Guest poem called "Courtesy."

It reads, in part, "If I possessed a shop or store, I'd drive the grouches off my floor. I'd never let some gloomy guy offend the folks who came to buy."

"That's my credo," said Hillier, who is affiliated with Independent Grocers Alliance (IGA) and owns and operates Orchard-10 Market with his wife Dorothy.

"It's turned around to making grocery shopping what it used to be," Hillier said of his help. The employees were chosen for their willingness to be helpful to the shopper while still working in the spaciousness of a large supermarket.

The air of pleasantry that he created in the inside of the store extends to the grounds on the southwest corner of Orchard Lake and 10 Mile roads that received a massive revamping in the past six months.

When Hillier views the complex of stores there now he says it looks better than he had anticipated. In the winsome, lose-some discussions of lease negotiations, he says, "I was indeed the winner."

HILLIER started packing grocery bags when he was a teenager in 1946 and has been working in some related food business ever since. He has worked for and managed supermarts

for major chains as well as independent.

When Great Scott started selling off stores in the Detroit area, the resident of Slamen Acres subdivision began musing about buying the Great Scott store near his home, if it too would be vacated.

"I knew from surveys (taken by the grocery trade) that the No. 1 factor that would turn a customer off was apathy," Hillier said. "And I knew from looking at that corner that some kind of rejuvenation was going to have to be done."

"There were three or four vacant stores in there at the time that doesn't do a city any good, much less a commercial corner."

The new mansard roof that circles the shops in the complex and its accompanying decorative fence spearheaded by Hillier creates the pleasant atmosphere he sought for the corner.

HILLIER says that working as an independent grocer gives him more buying power and the ability to offer what he termed "super-competitive prices."

Further it gives him the opportunity to better suit the needs of any geographical, economical or ethnic factor in the neighborhood the store services.

"I dictate what I can, but a lot of any business is dictated by the customers. It's worked out well. I've got a lot of leeway in buying. Whatever my customer wants I can get it for her."

"And I'm always getting compliments on my help. I think I have got what a corner grocery store is supposed to be."

Dorothy and Don Hillier stand in front of the recently revamped Orchard 10 Market, the anchor store in the complex of shops on

Bike repair taught

Randy Martin of the Bicycle Hut in Farmington Hills is conducting a bike repair clinic in cooperation with Farmington Community Center. It is set to begin at 7 p.m. April 7. Students should bring their own bikes. Fee is \$12.

Orchard Lake and 10 Mile roads that was the impetus for beautifying the commercial corner.

RANDY BORST/staff photographer

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