

## Butcher Confident People Still Prefer Custom Service

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Staff Reporter

Sawdust covered floors seem oddly out of place nowadays — even for butcher shops.

But in spite of a space age meat scale and weight-price calculator, sawdust is still the best way to beat a greasy floor, says Belleville's newest butcher Larry Reid.

The weigh scale — the focal point of Avondale Meat Market's counter — is one of a kind in the area. It uses sophisticated electronics and sensors to weigh and price

each price of meat. The customer receives all the information such as price per pound, total weight and cost of purchase on a digital display monitor of the scale's face.

"I could have had one of the traditional scales but this machine lets the customer know exactly what he's getting and how much it will cost, said Mr. Reid.

Mr. Reid says apart from the technology of his weigh scale, it's the one-to-one relationship a butcher has with his customers and the neighborly climate that promises a future for the independants butcher.

"The large food chains are the least of my problems," he said when asked about the difficulties of competitions.

"People still want to come into a small butcher shop," said Mr. Reid.

"Shoppers still want special cuts they feel they can only

get at a butcher and they still want home made sausage."

At age 23, opening a butcher shop poses itself as quite a gamble but Mr. Reid says he isn't concerned. "You never know unless you take a chance. Besides, it beats working for someone else."

He entered the business by chance when he was laidoff from his work. "I really got into butchering because I wanted to be able to dress my own deer after returning from a hunt."

Although the meat market at the corner of Dundas and Avondale has a spanking clean new look about it the traditional butcher's block still has a home.

Sawdust and the maple block are the only reminders of earlier days and Mr. Reid admits he doesn't use the block as much for chopping as he does for wrapping it up.